



INCORPORATING INCENTIVES TO CREATE EDUCATED BENEFIT CONSUMERS

Have you considered building incentives into your benefit communication strategy? There is no denying that benefit messages are usually less than entertaining, which is why many companies have turned to rewarding employees for consuming them.

Research shows employees don't participate if they aren't aware of – or don't understand – their benefits. By rewarding employees for pursuing benefit education materials, companies will instantly see more engaged benefit consumers.

PROBLEM

Communication around benefits tends to only take place during open enrollment and focuses solely on plan availability rather than the reasons to participate.

SOLUTION

Work with your employee benefit advisor to develop an ongoing communication strategy that applies to the three key phases of enrollment, then provide incentives along the way.

Before Enrollment: Focus on communicating the advantages of the plan

Incentivize it – one company used a scavenger hunt through their mobile app and good, old-fashioned ice cream to communicate plan advantages. This not only enhanced knowledge about advantages of participating but prompted people's downloading of the app and familiarizing themselves with how they could use it to efficiently meet their needs.

During Enrollment: Provide clear guidance as to where and how to enroll; connect employees with resources (guides, summaries, etc.) that facilitate enrollment.

Employers and health plans should undertake the education and create the structures necessary to bring the consumer into the healthy living space. Incentives can be used to build interest and excitement and can be aligned with other tactics, such as cooperative team challenges, health games, chronic disease self-management programs, use of convenient care sites, such as on-site clinics or health technologies.

After Enrollment: Target enrolled employees and teach them how to make the most of their plan.

Incentivize it – create a company microsite that offers access to information, tools and resources, including downloadable podcasts, guides and brochures, as well as, registration for educational opportunities. At 10 or more interactions with these materials, offer a jean day or a day off. By providing an incentive to work towards, interactions will rise.

Rewarding employees for pursuing benefit education materials can produce more engaged benefit consumers and a more informed workplace. Contact a Hierl advisor and take the first step to a better communication strategy today.



Coughlin, S. (2013, March 13). Breaking constraints: Can incentives change consumer health choices? [https://www2.deloitte.com/HUB/International/Limited.\(n.d.\).Retrieved February 07, 2018, https://www.hubinternational.com](https://www2.deloitte.com/HUB/International/Limited.(n.d.).Retrieved%20February%2007,%202018.)