

Spice Up Your Benefits Education

What's your strategy for helping employees understand their benefits? Once open enrollment (OE) is over, you still need to reach your workers to help them get the most out of their benefits.

Do you have new and exciting tactics to launch? Or does this year's plan look identical to last year's?

Like spicing up a familiar recipe, perhaps it's time to add a new twist to your benefits education. In fact, a different approach may be the very thing needed to boost employee engagement!

If you're looking to test fresh ways to connect with your workforce, explore these 9 ideas.

1 Hold a surprise event.

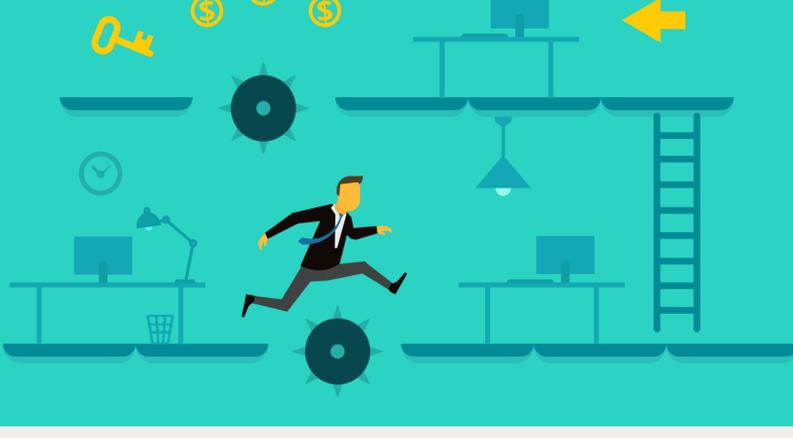
Kick off your efforts with a surprise event! While you should provide enough information to encourage attendance, go light on the details. Consider focusing your get-together around a timeless theme that will capture interest, such as saving money or losing weight. If you're pressed for time or need help with content, ask a vendor to give a presentation related to your topic.

Taking your event online? Extend your invite to spouses—as they're often involved in benefits decisions. Begin by focusing on a featured perk, and then end with some group fun that couples can enjoy together (e.g., a trivia night).



2 Leverage gamification.

Are you familiar with gamification? Gamification means using game elements in non-game activities. For your organization, this might mean awarding extra vacation hours to those who try your decision support solution or creating a virtual punch card where an employee can attest to participating in key tasks to receive a prize.



3 Drop a teaser about a new or updated benefit.

If a new benefit is coming to your company, incorporate suspense into your communications. At company meetings, hint at the perk in the pipeline. Closer to the launch, email your workers about the time of your official announcement and the anticipated outcome...without naming the actual benefit. Here's an example: "We'll share more on Friday, but this offering may slash your healthcare costs by 20%."



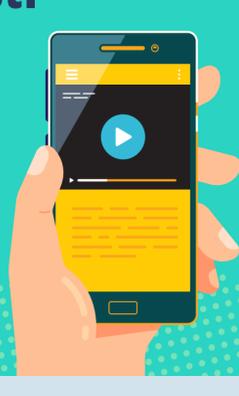
4 Have a scavenger hunt.

Want to highlight your benefits *and* give employees a chance to connect with each other? Perhaps an outdoor scavenger hunt can reinforce key initiatives. If work is still virtual, use your company website as a "hunting ground" to teach about different benefits programs. You can award the winning team with prizes that promote a particular benefit. ("Our company's new nutrition program is based on the principles in this book we're giving away.")



5 Release a podcast.

Spice things up with a podcast! With this communication tool, employees won't need to be at the office or viewing a screen to learn about their benefits; important education can happen over a cup of morning coffee. If you decide to implement this tactic, consider using two speakers or an interview format to allow dialogue. And pay attention to those episode titles! "The Retirement Account That Protects from Higher Taxes" will probably win more listeners than "Understanding a Roth IRA."



6 Launch a video series.

In the COVID-19 era, did your team members become pros at video? Try channeling this skill into creating a video series. Depending on your department's bandwidth, you can publish a series of weekly tips. Use feedback from last year's OE or internal surveys to identify topics where guidance may be needed.



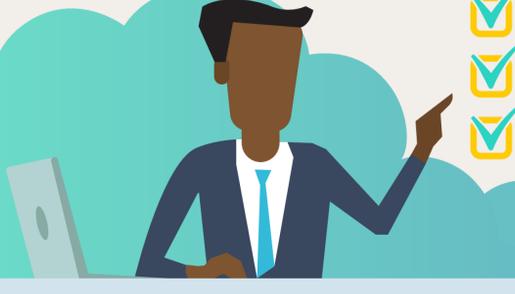
7 Host a lunch-and-learn.

Whether it's virtual or in person, you can foster a relaxed and enjoyable setting for benefits education by offering a lunch-and-learn. From Thanksgiving dinner to coworker outings, there's something special about gathering around a meal. If workers aren't clamoring to join your fitness boot camp or weight management program, chicken salad sandwiches or gift cards for a food delivery service or restaurant may provide an incentive to hear important information.



8 Directly involve your employees.

Need another way to freshen your approach? Ask for volunteers to participate in corporate communications. Find individuals who can authentically advocate for your initiatives. Maybe a experienced an improved health outcome thanks to your diabetes management program. If so, ask him or her to give an interview or short talk about what happened.



9 Experiment with internal social media.

Social media can do more than attract potential business for your organization. Enterprise social platforms allow you to bring attention to your benefits. Take some time to explore the different possibilities. For example, you can create a private group around a targeted topic (e.g., retirement planning), casually announce OE, or share photos of your prep for an enrollment event.



Take Benefits Engagement to a New Level

Want to further strengthen your outreach to employees? Our Benefits Engagement Platform enables you to send personalized communications and supports your work to increase interest in relevant programs.

For more information, call (855) 468-2646 or email us at gotango@tangohealth.com.