

# The 3 Rs of Driving Employee Engagement

**Sally Pace, CEO of Connect Healthcare Collaboration**

**When it comes to understanding employee benefits, marketing matters.**



**mar·ket·ing**

/ˈmɑːrkəˌdɪŋɡ/

*noun*

the action of promoting products or services as in.... convincing people to pick the right solutions for their families.

# Why does it matter?

**01**

**Milken Institute  
reports only 12%  
of US adults are  
health literate**

**02**

**Medical  
bankruptcy is  
the leading  
cause of  
bankruptcy in  
the US**

**03**

**The Hartford's  
"Future of Benefits"  
reports 68% of  
employers feel  
workers  
underutilize  
available services**

**CONNECT**  
HEALTHCARE COLLABORATION



## How do you **change the narrative** and empower plan members?

- Success of a plan relies on driving engagement. Influencing behavior is crucial.
- Marketing is essential for driving enrollment and engagement.

**Back to the importance  
of educational  
marketing...**

most people have to  
see things multiple  
times to get it.

**Between 6-8, you're  
on to something.**



**CONNECT**  
HEALTHCARE COLLABORATION

Think about **your own social media** behavior.

The first 4 times you see an ad, you barely pay attention.

On the 5th time you see it, you finally read it.

The 6th – 8th times it appears, it starts to annoy or interest you.

**Finally getting your attention.**



**SO, HOW  
DO YOU  
MARKET  
EMPLOYER-  
SPONSORED  
BENEFITS?**

**01**

**REACH.**

Who within the organization needs to know about the plan design?

**02**

**REPETITION.**

Before and after OE, how many times are you going to share this message?

**03**

**RELEVANCY.**

Does everyone care? If not, stop telling them about every solution.

**CONNECT**  
HEALTHCARE COLLABORATION



**CONNECT**  
HEALTHCARE COLLABORATION

# 01

## REACH.

Who within the organization **needs to know** about the plan design?

You have to consider your audience and what resources you've already given them. EG - do your truck drivers or front line plant workers take benefits? Do they have email?

# 02

## REPETITION.

What do they **need to know** about the plan design?

If you're like most employers or solution providers, you're doing things very differently than just a few years ago.

**SO...**

# Here's where 7 touches come in.

**In traditional marketing, many businesses make the mistake of not considering their audience when creating content.**

As a benefits leader, you have to stand in multiple shoes in order to build effective messaging.

**CONNECT**  
HEALTHCARE COLLABORATION





# A picture is worth a thousand words.

You can capture complex concepts  
and multiple ideas in one image.

**CONNECT**  
HEALTHCARE COLLABORATION



# Video **killed** **the** radio star.

72% of people said they would rather learn about a new service by way of video.

**CONNECT**  
HEALTHCARE COLLABORATION

# But paper is **not dead.**

**Highly visible corporate boards** in a central location become an integral part of the repetition process.

**CONNECT**  
HEALTHCARE COLLABORATION





# In the **palm** **of** your hand.

Even without corporate email, everyone has a phone. (Well, a reported 85% of people in the US do.) So, use mobile platforms from stock comm tools like Slack to custom-branded ones.

**CONNECT**  
HEALTHCARE COLLABORATION



# Remember the **removal of** paper menus?

If the pandemic had a few silver linings, it helped us consume information in different ways. **Enter the QR code.** Great for forms, tutorials, landing pages.

# Extra, extra. Read all about it.

**Many employees like to consult a partner or spouse** and 49% of them report being confused about benefits selections. A brochure gives them a roadmap to take home.





**CONNECT**  
HEALTHCARE COLLABORATION

# 03

## RELEVANCY.

If your workforce is remotely diverse, then **one-size-fits-all benefits** are out the window.

You have got to consider geography, gender, and generational status.

# Carefree Carla.

Young, ambitious and not even thinking about getting sick or the future.

**She does care about a DEIB focus though.**

They all work for you.



**CONNECT**  
HEALTHCARE COLLABORATION

# Sensible Sam.

Newly married and supporting aging parents, he is looking for benefits that focus on **family planning and caregiving resources** at the same time.

They all work for you.

CONNECT  
HEALTHCARE COLLABORATION



# Wise Wade.

Nearing retirement,  
financial tools are of  
value. This is coupled  
with a need for a  
healthy dose of **age-  
appropriate  
prevention education**  
is valuable.

They all work for you.



**CONNECT**  
HEALTHCARE COLLABORATION

**“The single biggest  
problem in communication  
is the illusion that it has  
taken place.”**

***- George Bernard Shaw***



# The 3 Rs of Driving Employee Engagement

**Thank you.**