



Worksite Communications
a Division of Gallagher Benefit Services, Inc.

ASSESSMENT SERVICES



**Keep Your Benefits Programs on Target
with Worksite Communications Assessment Services**

ASSESSMENT SERVICES

Employers recognize that employee benefits help attract and retain a quality workforce. Understanding how employees view benefits, and developing effective communication and employee engagement strategies is critical to maximizing the value of the employer's investment in benefits.

Employers must examine how to design and communicate a benefits program that is both valued by employees and cost effective. A thorough assessment of benefits from the employee's point of view is a sensible step in this process.



CONSIDER THESE FACTS:

- » **Benefits programs are often misunderstood and underappreciated, resulting in wasted resources and poor morale**
- » **Employee engagement and workplace satisfaction is directly linked to improved employee communications**
- » **To maximize the investment in benefit cost containment programs, employers must increase employee awareness and participation in these programs**

Introducing Assessment Services from Worksite Communications

As a recognized industry leader in benefits communication and enrollment, with more than 30 years of specialized expertise, Worksite Communications is prepared to help develop successful benefits communication and enrollment programs. We recommend and provide a simple and easy way to implement the employee assessment process by using customized employee surveys and focus groups to determine the most strategic mix of benefit programs and communication strategies.



Assessment Fine Tunes Benefits Design and Communications – Helping Both the Employer and Employees

Employers often struggle to gauge the employee's point of view regarding benefit programs. As a result many employers fall into a trap of designing and communicating benefits based on limited information and perspective. This leads to common design and implementation shortcomings such as:

- » **Employers frequently fail to recognize the difficulty employees have understanding complex benefit choices and information, particularly in web centric enrollment processes**
- » **Employees under appreciate the employer's investment in their benefits compensation**
- » **Lost opportunities to involve employees in cost containment and wellness activity**
- » **Employees' desires for more diverse and robust voluntary benefit programs are overlooked**

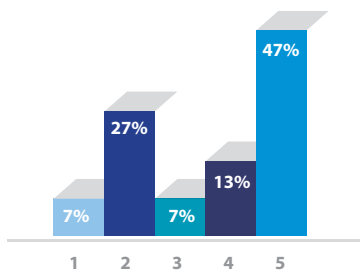
Employers can obtain valuable input from employees by using the assessment services provided by Worksite Communications. Worksite's customized survey and focus group tools provide the content and process to quickly and easily obtain the information and perspective that employers need to fine tune their benefits programs and communication strategies.

Assessment Services by Worksite Communications include:

- » **Customized survey questionnaire designed to address employer specific issues**
- » **Online and/or paper survey instruments**
- » **Software and hardware needed for electronic focus group data collection and reporting**
- » **Professional training staff to conduct focus groups on site**
- » **Logistic services to accommodate employee scheduling and communications**
- » **Focus group participants recruitment (We advise utilizing 3-4 sites and with 12-15 participants per site)**
- » **Employee participation incentives (Gift cards unless prohibited by the employer)**

Which wellness activity would you be most interested in participating in?

1. Health Assessment
2. Health Screening
3. Online Educational Programming
4. Chronic Disease Management Programs
5. Walking Fitness Program



CASE EXAMPLE:

A large Florida School District focus group project revealed how employees viewed the District's wellness program. The focus group results lead to improvements in communications and expanded choices for initiating participation.



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Sample Questions

1. I fully understand the benefits my employer provides.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2. Which benefit enrollment process would you prefer to use to enroll in your benefits?

- Telephone Enrollment (calling an 800 number)
- On-line Internet Enrollment
- Attending a group presentation at work
- Meeting individually with a benefit representative

3. Indicate your level of interest in having access to the following voluntary benefits:

	Interested	Neutral	Not Interested
Life Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability Income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Critical Illness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Auto Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homeowner's Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Electronic Focus Group Polling Remote

THE BENEFITS OF FOCUS FROM WORK SITE:

- » Attract quality employees with targeted benefits
- » Promote employee loyalty and performance
- » Maximizes program ROI with better employee utilization of cost containment programs



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TRUST WORKSITE TO FOCUS YOUR EMPLOYEES ON BENEFITS

An assessment service provided by Worksite Communications delivers the information and perspective needed to assure benefits design and communications remain on target. Worksite also helps employers deliver the full value of the employer's investment in benefits.

Contact Worksite Communications to find out how these services can be delivered at **no cost** – call 1-888-636-0112 ex 112 or 115.

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