



Consumer Driven Health Plan Education

Offer employees the benefit education

The growth of Consumer Driven Health Plans (CDHPs) require employees to make informed choices in their health plan offerings. With more benefit choices, benefit education becomes even more critical. BCI's extensive education tools help employees to better understand and appreciate their benefits while generating greater engagement.

Customer Value

- Workers who participate in CDHPs reduced their health risks and lower their total medical costs an average of \$9,700 per employee over a five-year period. ¹
- One-fourth of employees at large employers now select a CDHP when they have a choice of another plan. ²
- Seventy percent of large employers expect to offer a HDHP by 2013, and seven percent of employers will offer only a high-deductible plan. ³

Advantages

- Increases employee awareness, understanding and appreciation of their benefits, which drives engagement
- Helps employees make informed and cost-conscious decisions
- Contributes to employees making better health decisions
- Increases employees' interest in preventative health measures
- Helps employees understand the employer's investment in their benefits

“CDHPs have surpassed HMOs to become the second most common plan design offered by U.S. employers.” ⁴ ”

Delivery Options

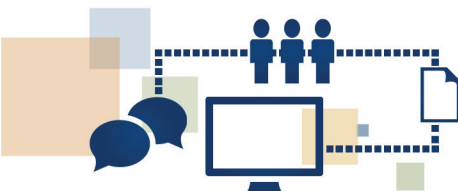
- Onsite one-on-one meetings with trained Benefit Counselors
- Call center one-on-one with trained Benefit Counselors
- Web portal/Intranet/Kiosk self-serve education
- Paper/Fulfillment
- Video
- Social media
- Mobile applications

¹ Cigna, "Sixth Annual Cigna Choice Fund Experience Study," February 2012.

² Mercer, "National Survey of Employer-Sponsored Health Plans," 2011.

³ Towers Watson, "17th Annual Towers Watson/National Business Group on Health Employer Survey on Purchasing Value in Health Care," 2012.

⁴ Aon Hewitt, "2012 Health Care Survey Report," September 2012.



Contact BCI's Marketing Department to custom design your CDHP communications.
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