

Enrollment Guides

Providing a convenient benefits reference

Pre-enrollment communication materials help guide employees through the enrollment process and offer valuable benefit plan information. BCI's talented graphic designers and writers create custom enrollment guides that can be printed or put online in an interactive format.

Customer Value

- Of those employees who rated their benefits education as excellent or very good, 82 percent rated their employer as an excellent or very good place to work.¹
- Seventy-four percent of workers are extremely/very satisfied with their job if they are extremely/very satisfied with their benefits plan.²
- Only 14 percent of people with health insurance can explain the concepts of deductibles, co-pays, co-insurance and out-of-pocket maximums.³

Advantages

- Provides an easy reference tool for employees to access throughout the year
- Reduces the number of enrollment-related questions
- Improves employees' understanding of benefit elections
- Helps employees make educated benefit elections
- Can be used as a tool to convey company mission, vision and values
- Convenient resource for Human Resources/benefits staff to answer employee questions
- Fulfills annual compliance notifications

Delivery Options

- Annual enrollment kits
- New hire kits
- Recruitment packets
- Online/interactive digital books

¹Unum, "Employee Education and Enrollment Education Survey," January, 2012.

²Research Now, "Aflac WorkForces Report," January 2013.

³George Loewenstein et al., "Consumers' Misunderstanding of Health Insurance," *Journal of Health Economics* (Vol. 32, no. 5, 2013).

Contact BCI's Marketing Department for your pre-enrollment communications solutions.

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