

Silicon Benefits Insider

Communication

- Create a strategic communication plan and revisit no less than annually
- Stay ahead of the benefit curve and start 6 months prior to your renewal date
- Create a perfect meeting and communicate the value of the Employee Benefit Program
- The Power of Information



For step by step guide of our Employee Benefit Program visit.

www.siliconbenefits.com



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WHY don't you Communicate and Promote the valuable Employee Benefit Program you provide?

The majority of small and medium size companies fail miserably in communicating and promoting their employee benefits (health, life, disability, dental, vision, and wellness benefits).

It's not entirely the employers fault as they are behind in the race from the start; with the renewal arriving 60 days prior to renewal date, and market research estimate 3-30 days, even if an employer makes a timely decision based on the data, it's a mad chaotic rush to facilitate an enrollment meeting prior to the X date that creates an angry mob of employees who forget what the employer provides.

Ironic, an employer will spend \$3,000 to \$10,000 per employee, per year, yet spend less than 10 quality minutes communicating the employee benefits of working for XYZ Corporation.

Typically, an employer crams each employee into a conference room, during the employees lunch hour, with insurance carrier representatives blue lighting their company and overload the employee with information they can't use. Time clicks fast and the employer/employee missing requirements delay the new coverage becoming active and at the end of the road, the employer nor the employee have any value creation.

You're paying for it!

How do you get the most of your EBP?

Host a Lunch & Learn on employer time, not employee time, and frame an employee communication meeting with important topics such as the corporate mission, health, dental and vision insurance made simple, corporate wellness programs, employee excellence recognition, and more...

First, create a meeting of excellence by starting in the "presentation room" by including, audio, visual, and a front stage with everything you and they may need for a 1 ½ hour period of time. Next, develop an agenda of topics and/or speakers, designate a time keeper to keep everyone honest, and end with an employer message of appreciation for each employee and the corporate vision.

By investing in your employee via time, information, lunch, benefits, and recognition, regardless of economic times, you can unlock the secret to true growth and productivity.

Everyone loves INFORMATION make it easy for employees to access to important information about their health, dental and vision insurance via the insurance carriers employee portal websites or corporate intranet.