



EMPLOYEE BENEFITS COMMUNICATION & EDUCATION

THE USI  ONE ADVANTAGE[®]

www.usi.com



Employee Benefits Communication

Employers face numerous challenges in effectively communicating employee benefit programs

Even the best benefits plan, if poorly communicated, can negatively impact morale, retention, and recruitment.

USI works to identify challenges employers face effectively communicating benefit plans.



Multiple locations



Complex plans



Timing



Hybrid & remote staff



Multi-generational workforce



Non-English speakers



Confusing delivery methods



Message burnout



Reaching other decision makers at home

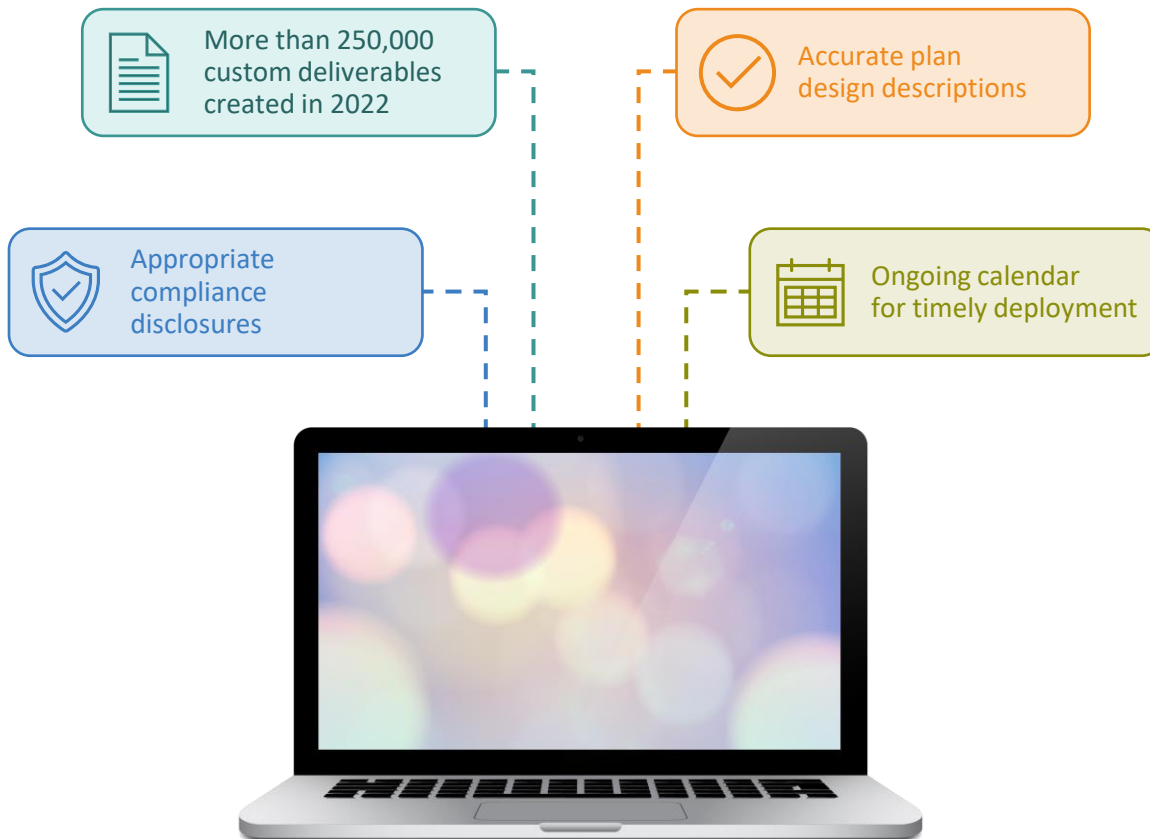


Effective communication is a key component to improving employee satisfaction and understanding of a benefits program, while reducing healthcare claims.

- Misunderstandings regarding the benefits plans can be cost to employee and employer alike.
- Lack of employee engagement and understanding may result in higher turnover.
- USI communication resources addresses client challenges in a variety mediums to meet their employee needs.

Employee Benefits Communication Strategies

USI's broad communications solutions increase employee satisfaction, remove burdens from the HR department and improve compliance.



- USI offers a wide array of communication solutions enabling employee to choose their most effective strategy to meet their population's needs and culture.
- USI communication resources address compliance requirements removing a heavy burden from business managers.
- Reduce employee reliance on business managers for basic information and claims resolution.

EMPLOYEE BENEFITS COMMUNICATION & EDUCATION

Enrollment Guides

USI's enrollment guides improve communication and ensure compliance with appropriate federal disclosure notifications.



(Click images for link to each sample)

- USI's Benefit Guides clearly communicate benefits information in a timely and compliant manner.
- Enrollment materials thoroughly explain benefit options to employees and meet DOL standards for annual disclosure notices.
- Failure to meet disclosure requirements can result in significant penalties.
 - For example, a failure to provide required annual legal notices may result in an excise tax of \$100/day for non-compliance/per notice/per affected individual.
- E-Reader versions of guides available at no cost!

EMPLOYEE BENEFITS COMMUNICATION & EDUCATION

Educational Videos

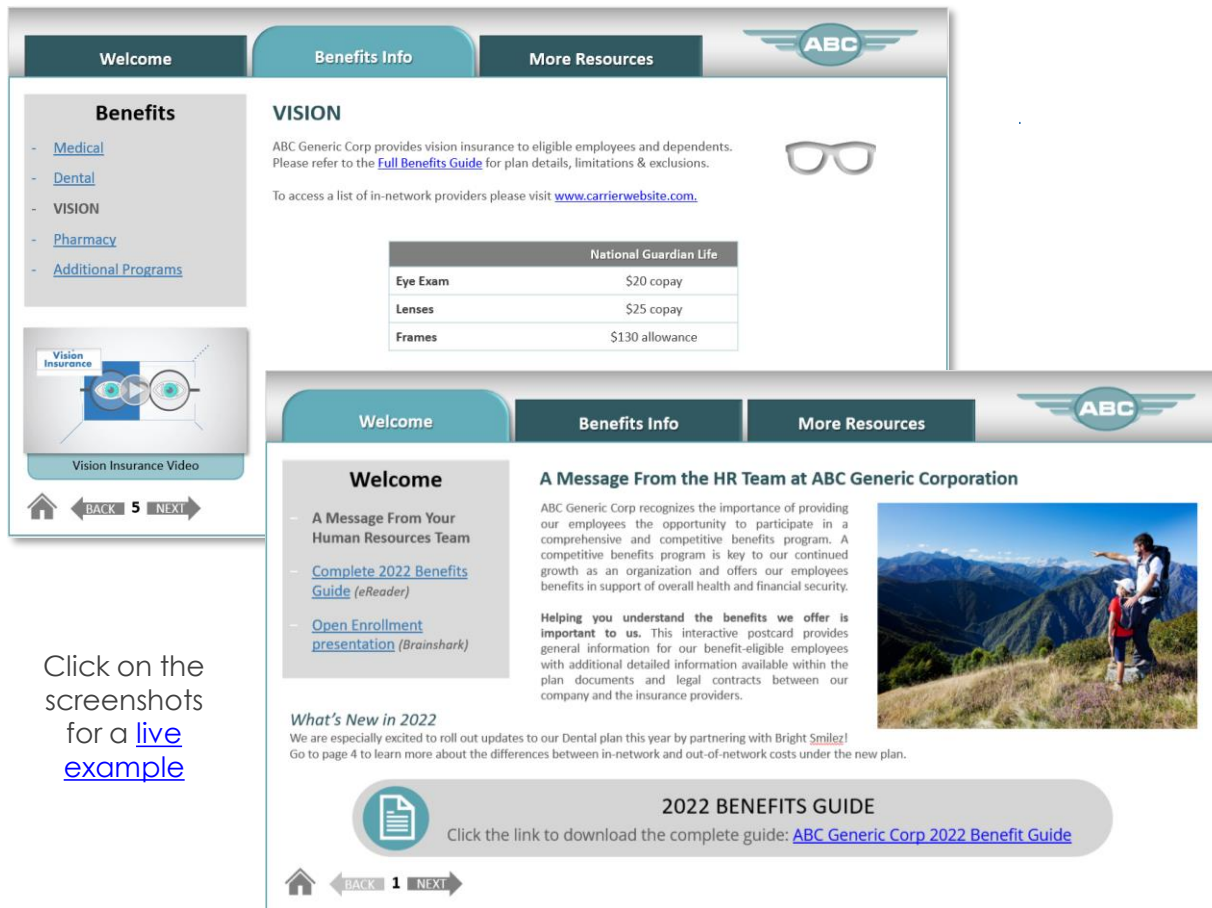
USI offers a library of short, educational videos on more than 35 benefits topics to help employees understand the value of their benefits and their value.



- USI's library of short, educational videos are available in both English and Spanish.
- These videos educate members about their benefits and provide instruction as to how to best utilize their benefits.
- These videos may be linked within the benefit guides as well as within the USI Mobile App MyBenefits2Go.

Interactive Summary of Benefits

User-friendly online vehicle for delivering the most important benefits info, while linking to additional resources for deeper learning



Click on the screenshots for a [live example](#)

- Bring all communication products together in one place (benefits guides, educational videos, Brainshark presentations, etc.)
- Included within the standard USI service model.
- Easy to customize according to the client's logo, colors and branding style guide.
- Available 24/7 online, so it's great for Open Enrollment *and* throughout the year for new hires and dependents.

Web Based Tools

USI's employer-focused web-based tools provide access to resources that simplify benefit administration and resolve HR related issues.



On-Demand Presentations



Digital Postcards



Benefits Microsite*



Print postcard with QR codes*

Select item descriptions for sample products.

*Additional fees apply.

Impacts and Benefits:

- USI customizes and brands web-based tools for client's easy virtual deployment of employee benefits information.
- Reduce or eliminate print and distribution cost, while providing consistent messaging.
- Mobile accessibility of these tools improves adoption.



- Review existing employee benefit guidebooks and other communications
- Identify appropriate communication channels for your population



CONFIDENTIAL AND PROPRIETARY: This document and the information contained herein is confidential and proprietary information of USI Insurance Services, LLC ("USI"). Recipient agrees not to copy, reproduce or distribute this document, in whole or in part, without the prior written consent of USI. Estimates are illustrative given data limitation, may not be cumulative and are subject to change based on carrier underwriting.

© 2022 USI Insurance Services. All rights reserved.