You’ve decided to change your employee benefits plan – perhaps due to the escalating costs of your old benefits program or because it has become too cumbersome to manage. Whatever the reason, the work that goes into launching a new benefits plan is extensive: strategizing, researching, negotiating, adjusting, and planning again. All of this takes place even before you’ve rolled it out to your employees.

Whatever the type of Human Capital Management (HCM) solution, service, process or change you are looking to implement, participation will be a key success factor. It is the one element that will directly influence all other metrics. So why, after all the initial effort, do some organizations fall short in the communications area – when it is critical in driving success?

In our experience, organizations that follow a carefully designed approach to communications can potentially see an average 20% increase in participation in their new programs. While results will vary, see how ADP’s Strategic Advisory Services team has helped organizations drive impactful communications programs.

**Big Government – Big Results**

After several years of offering a Flexible Spending Account (FSA) to all two million of their eligible employees, a large government agency turned to ADP® for help in raising participation levels. Working with ADP’s Strategic Advisory Services, they were able to build an effective communications plan that helped new and existing employees see the benefits of utilizing their FSA option, thus driving enrollment and adoption. Some of the key components of their communications plan:

- Clear, concise information about what an FSA is – delivered in layman’s terms, free of health care jargon
- Engagement of employees through social media
- A whole new look and feel with images and dynamic headlines that captured employee attention and drove action

**Higher Education – Even Higher Success**

A large private university in the United States had to address the rising cost of health care premiums. Engagement of their diverse, multicultural staff was essential to the university’s mission. When the school made the decision to move to a Consumer-Driven Health Plan (CDHP), they chose to include a Health Savings Account (HSA). The university turned to ADP for help in developing and driving a strategic communications program. ADP Strategic Advisory Services met with the client to understand their goals and objectives and to assist with creating a comprehensive communications plan, which included:

- A multi-touch marketing campaign to employees, including posters, emails and more
- A compelling look and feel to all pieces delivered, with headlines that clearly outlined benefits of the program
- A step-by-step overview of how an HSA works, written clearly and concisely
Three organizations, three successful strategic communications programs.

Each of these organizations are achieving or exceeding their enrollment goals by harnessing the power of communications.

Helping your employees understand the company-sponsored benefits available to them and empowering them to take an active role in their health care decisions will not only help you manage rising costs, but also will help with job satisfaction, engagement and productivity, leading to a much greater impact on the overall health of the business and your employees. It is vital to develop a comprehensive program that leverages a variety of channels and tactics to reach and engage your employees.

Making any type of change requires thoughtfully prepared communications. Having the right communications strategy in place is critical. Bottom line - regardless of a company’s size or its industry – effective communications work!