

# COMMUNICATING ACA HEALTH PLAN OPTIONS TO HOURLY EMPLOYEES

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## Client

A fast-food franchise.

## Challenge

With over 1,000 hourly team members working at fast food restaurants in six states, the franchisee wanted team members to be aware of the 2014 requirements of the Affordable Care Act (ACA) to enroll in a medical plan or face paying a penalty.

## Solution

Team members are located in small groups at franchise restaurants and work several shifts, making it difficult to communicate the complexities of the ACA requirements. The communication strategy targeted getting team members' attention to first create awareness that they had a decision to make for enrolling in a health plan, understand their options and comply with the ACA requirements to avoid the penalty.

The strategy produced three tactics:



1. Educate restaurant managers of the ACA requirements and how they affected their team members.



2. Provide a printed communication to distribute to team members.



3. Provide managers with an integrated video to show to team members. Managers were also instructed to provide the URL to team members so they can see it on their smart phones, tablets, home computers or a public computer.

To attract attention to the video, two illustrated characters, Ryan and Emily, were created to represent hourly team members and to emulate word-of-mouth communication through a peer-to-peer discussion. Emily learned about the ACA requirements and team member options after attending an internal meeting. Through her discussions with Ryan, viewers were able to understand ACA requirements and actions to take, which included enrolling in a company plan as an alternative to their local ACA health plans.

The interactive video encouraged team members to download the printed summaries from an attachment tab, to link out to the enrollment sites and to answer a few questions about their understanding of the ACA requirements. These actions could be taken while viewing the interactive video. View the eight-minute [interactive video](#) to see how it worked.



## Results

Survey questions produced some interesting results. All who completed the survey said the video was very helpful for aiding them in understanding ACA requirements and their options. Less than half, 40%, were already aware of the penalty for not enrolling in a health plan in 2014. One in five employees said they already had coverage, while others indicated they would either elect a local ACA plan and check on subsidy availability or that they would elect the franchisee's optional Bronze Plan.

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