

# HOW PEER-TO-PEER COMMUNICATIONS ENGAGE EMPLOYEES IN BENEFITS

---

With 100% coverage for medical care, HMOs are an attractive plan for many employees. However, HMOs have smaller provider networks and restrictions for managing healthcare, leading to frustration for those who enroll without knowing the limits that come with 100% coverage.

## Case Study

A not-for-profit operator of charter schools is expanding nationwide, adding teachers and staff. Most employees, average age is 30, are unfamiliar with the basics of health plans, including managed care plans (HMOs), where their health care is managed through a primary care physician. As a result, many criticized the quality of the medical benefits because they were using them improperly.

According to Stacey Hache, the Benefits Administrator, “there were many problems – we were growing larger and we didn’t have a centralized communication portal. We brought in Groh & Associates to help us truly verbalize and understand what we were trying to get through to employees. Groh helped us think through different communication media (as well as learn what other organizations were doing) and showed us data to support those ideas. In addition, Groh added the creative aspect of how to reach so many different populations within our school districts, which was a major step for us.”

“School districts really run like a small city,” Stacey added. “Our people have many different functions and some are not sitting behind a computer. So Groh helped create a communication strategy that was really well-rounded,” Stacey added.



## Solution

Groh created a series of interactive videos using two illustrated coworkers, Crystal and Dan. Dan asked questions about benefits in a conversational way and Crystal answered. This made it easier for employees to understand their benefits through a type of peer-to-peer discussion.

The videos are housed on an external server for employees and spouses to reach in one click at any time, from anywhere with internet access. Users can download PDFs from an attachment tab, link to other websites—such as a carrier’s website to find a doctor—and even answer questions while viewing the video.

## Why do you feel this worked?

“The organization made benefit changes that we knew some employees wouldn’t be happy with. This was when we brought Groh on board, to help soften the news,” Stacey said. According to Stacey, Dan and Crystal have empathetic voices to help employees understand why change is needed and how we decided to remove a benefit for the good of the entire organization.

Groh’s work opened lines of communications, by sending surveys – including top ten questions that were answered through Dan and Crystal – that helped employees learn how to find a dental provider, what questions to ask their primary care physicians, and how to curb spending. New employees meet Dan and Crystal right from the beginning during the onboarding process, integrating them into the company culture.



### Results

Crystal and Dan are featured in all the videos and continue as the representative “spokespersons” for benefits, in posters, emails, promotions and video announcements. Tracking video views shows a large percentage of the population view the videos.

This work resulted in a 33% increase in flexible spending account participation from year prior, and these interactive videos were clear and concise, coming in at under four minutes while containing all of the necessary information.

See how Groh & Associates, Inc. can produce results through effective benefits communication. View and download our [Benefits Communication Sample Book](#). Learn more at [www.grohcomm.com](http://www.grohcomm.com).