

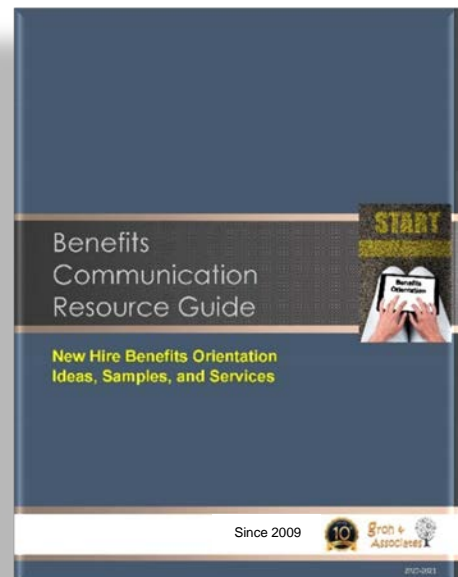
## Hiring Employees? Don't Miss This Opportunity for Benefits Engagement By Groh Benefits Communication

Are you hiring? If so, greet your new hires with a quality benefits introduction that helps them choose and use their benefits appropriately and cost efficiently.

Consider these best practices for your benefits orientation communications. Details are available at [grohcomm.com](http://grohcomm.com) or click this link to download the free [Resource Guide for New Hire Benefits Orientation](#). It is loaded with ideas, samples, and services.

### Best Practices in New Hire Benefits Orientation

1. **Welcome Them:** A simple message, such as, "Welcome aboard! We're glad you're here," will make them feel valued and put a good face on your benefits education.
2. **Branding:** Use your current benefits brand and theme, or create one. It promotes your benefits.
3. **Benefits Guide:** Create a new hire benefits guide or tailor your open enrollment one for new hires.
4. **Video:** Four times as many people would rather watch a video than read the information. Create an *interactive* video so viewers can take actions while viewing, such as downloading documents, linking to other information, branching to benefit sections, and answering survey questions. You can also track viewership. Videos should be short with a goal to tweak viewer interest and drive them to learn more from your benefits guide and portal-posted materials.
5. **Message and Design Clarity:** Jargon confuses and is counter-productive to benefits learning. Use clear language and creative graphics to stimulate learning and retention.
6. **Translate:** If hiring employees whose first language is not English, consider creating a translated guide and video.
7. **Home Mailer and Emails:** Add links in emails that connect to your benefits portal, videos, and carrier sites. For mailers and flyers, use QR codes for employees and spouses to scan on mobile devices for access to other communications.
8. **Recruiter Summary:** Provide recruiters with a short benefits summary or video to help them accurately discuss benefits with prospects.
9. **Follow up:** Send reminders to employees on how best to use their benefits, tools, and resources after enrolling.





*Information is giving out. Communication is getting through.*  
-John Maxwell

## About Groh Benefits Communications

Founded in 2009, Groh & Associates creates digital, print, video, and online benefits communication – all the tools you need for new hire benefits orientation, including the [MyBenefits Contact App](#) (click the link for a sample). Plan participants can use the app instant connection to benefit websites, call centers, and other resources.

**Groh Benefits Communication**  
**website:** [grohcomm.com](http://grohcomm.com)  
**email:** [info@grohcomm.com](mailto:info@grohcomm.com)  
**800.727.4619 or 847.334.0955**