

Communicating Benefits to Work-from-Home Employees

A free white paper by Groh Benefits Communication

Benefits communication is one of the challenges facing benefit managers during the pandemic. Some media is no longer effective when employees work from home. Others, such as interactive videos, that engage employees to take actions while viewing, offer an effective solution for benefits education.

Group meetings and in-person benefit fairs, posters, and hand-outs are ineffective for benefits education for employees who work from home. Emails on benefits can easily be overlooked when in-boxes are overflowing. Postings on benefit portals are accessible, but getting plan participants to go there is also challenging. Zoom and webinars are a good resource, at least for those attending.

Both now and if employees continue working from home post-pandemic, interactive benefit videos offer a solution because they can engage viewers by encouraging them to take action while watching.



What Is an Interactive Video?

With interactive videos, viewers can take action while watching by:

- ✓ Downloading benefit guides, summaries, FAQs, and other materials
- ✓ Hyperlinking to carrier websites and benefit portals
- ✓ Answering survey questions
- ✓ Sending an email to benefits managers, call centers, or carriers
- ✓ Choosing what to view through branching
- ✓ Using a navigation column to skip ahead or backtrack

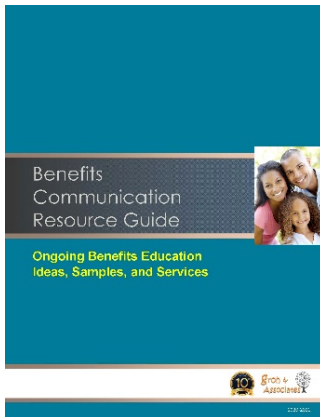
Benefit managers can engage participants by:

- ✓ Requiring them to register before viewing or acknowledge viewing afterwards
- ✓ Reviewing viewership reports to track participation
- ✓ Uploading it to a Learning Management System (LMS)
- ✓ Mandating viewing
- ✓ Providing a course certificate
- ✓ Offering a gift card, wellness credit, HSA contribution, or other incentive

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7 Key Components of Benefit Videos

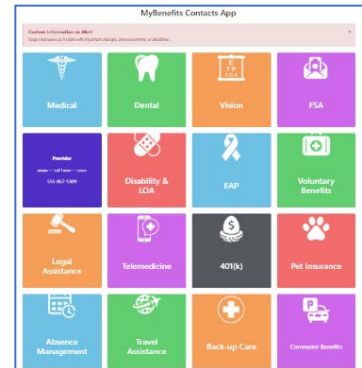
Consider these 7 components when creating interactive videos for ongoing benefits education. Examples and samples are available in the free [Resource Guide for Ongoing Benefits Education](#) at grohcomm.com.



1. **Strategy:** Create a series focusing on specific benefits or benefit features – such as those that are most misunderstood or can best help your bottom-line if only employees new about the tools or used the benefit more appropriately.
2. **Branding:** Use your current benefits brand and theme or create one to emphasize the important role benefits play in your organization.
3. **Clarity:** Avoid jargon and explain terms. It helps understand better and retain learning. With an interactive video, you can hyperlink to a glossary.
4. **Graphics:** Use images, photos, and infographics to explain complicated benefits and procedures for fewer words.
5. **Brevity:** Benefit videos should focus on one topic and be no more than six fewer minutes in length. Use hyperlinks and branching for details and add FAQs and summaries for downloading from the video.
6. **Distribution:** Post the video link on your benefits portal and email the link it to employees. To engage spouses, place a QR code on a home mailer.
7. **Incentive:** Register viewers when they launch the video to track who attends and if an incentive is available (i.e., wellness credits, HSA and FSA contributions, or gift cards).

Phone App Includes Link to Videos, Websites, Call Centers

Included with our videos is an app which participants can download to their mobile devices and click on benefit tiles to reach carrier websites, call centers, benefit portals, videos, etc. To see how this works, click this sample: [MyBenefits Contacts App](#).



About Groh Benefits Communication

Founded in 2009, Groh & Associates creates digital, print, video, and online benefits communication. Go to www.grohcomm.com for more information and to download our free **Benefits Communication**

Resource Guides for open enrollment, new hire benefits orientation, ongoing benefits education, promoting wellness benefits and incentives.

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