



# Communication & Enrollment Strategies

## Create understanding

Benefits are only useful when employees understand and value them. We're the experts at explaining them in straightforward, simple language.

## Flexible formats

We'll develop a mix of communications to fit your employees' and business' needs. This can include:



GROUP MEETINGS



ONLINE RESOURCE CENTER



INDIVIDUAL BENEFITS COUNSELING AND ENROLLMENT



EDUCATIONAL MATERIALS

## 1-to-1 is #1

Of all services, our 1-to-1 benefits counseling sessions are the most important. Employees can:

- Review their total benefits, including major medical
- Personalize their coverage
- Better understand and appreciate benefits

## Flexible Enrollment options

- Completely "Virtual"
- Hybrid- On-site & Virtual
- On-line Scheduling
- Digital Postcard
- Customized Benefit Guides

# 97% of employees say it's important to have a 1-to-1 benefits counseling session annually

Source: Average from 78,733 Colonial Life benefits counselor surveys, June 2008 – June 2017.