

Benefit Communications That Count



As health care costs continue to rise, it's more important than ever that your employees understand and appreciate the benefits you provide for them. With these increasing costs come increasing competition for quality employees – and you want to ensure you attract and retain the best.

A sound benefits package is a plus - but only if employees know and understand what you make available to them. Colonial Life provides professional, consistent counseling and communications throughout the entire enrollment process to help your employees not only understand their benefits but also appreciate them.

And the best part? We can provide the communications for you, so you can focus on other important aspects of your job.

Research shows a critical need for employers and insurance carriers to offer more meaningful and personalized information to help guide employees through the benefits decision-making process.¹ Decision-making support for both their core and voluntary benefits can help employees choose the coverage that fits their individual lifestyles and budgets. In fact, employees want to meet with benefit counselors either annually or as needed.²



Pre-Enrollment Communications

Custom Communications

Colonial Life can provide quality enrollment communications – letters, fliers, PowerPoint presentations, brochures, e-mails, posters, tent cards – whatever works best to ensure your employees are aware of the details of your upcoming enrollment and the key details of your benefit offerings.

Group Meetings

To help provide background on the overall benefits program, highlight any major changes in the program and introduce any new offerings, we recommend that you begin your enrollment process with a group employee meeting. We can communicate whatever benefits you wish to highlight in a concise, professional manner.

¹"Industry Currents," produced by Employee Benefits News; "MetLife research spotlights thirst for life-stage guidance in open-enrollment season," Oct. 29, 2007.

²"Navigating the Workplace Benefits Landscape," Ron Neyer and Patrick T. Leary, LIMRA International, 2006