

## Business Publications

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# Poor health benefits communication hurts retention

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[Employee Benefit News, March, 2005](#)

Effectively communicating the value of health benefits can do more to retain top-performing employees than the richness of those benefits alone, according to a new analysis by the consulting firm Watson Wyatt.

When Watson Wyatt researchers looked at employers that offer rich benefits but have poor communication practices, they found an average turnover rate for top-performing employees of 17%. In comparison, those that offer less costly benefits but communicate them successfully have an average key-person turnover of 12%.

The ideal situation - combining rich benefits with effective communication - yields an average turnover rate of only 8% for top performers, the study shows.

"The effectiveness of the communication about the value of the benefits is clearly...

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