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Case Study #1: Communicating a Large Scale Open Enrollment Campaign

"Great job helping us roll out this new concept for a major client!"

Client:	A Large Las Vegas-based Entertainment Company
Assignment:	Develop and execute a multi-year communication strategy supporting management's benefit and carrier realignment, cost-containment strategy and wellness initiatives.
Challenges:	Timing, cultural and educational diversity, need to overcome negative perceptions resulting from benefit consolidation plus address site-specific issues.

Dir. Of Marketing
Communications
Major Insurance Company

BeneCom engaged in extensive consultations with the client to create a long term communication strategy for a dramatically revamped medical plan. The new program consolidated 21 benefit programs into one cohesive plan. Many of the changes included elimination of benefits, so a very negative reaction among many of the 45,000 culturally and educationally diverse employees was almost guaranteed. Other challenges included: messages and media addressing local concerns throughout the client's 21 locations, an education effort to encourage use of a new online enrollment system, and an aggressive 2 ½ month schedule, ending with open enrollment.

Solution:

- A full communication campaign consisting of 70 components including separate Senior and Middle Management communications, posters, tent cards, postcards, newsletters, online enrollment navigation tools and worksheets, plus a full enrollment kit with introductory piece, highlights brochure, pocket folder, worksheets and FSA enrollment forms and questionnaire.
- Custom video, including on-site filming at multiple client facilities.
- Audiotope to accommodate illiterate and non-English speaking employees.

Results:

- 85% participation in the new online enrollment system.
- Employees in all locations successfully migrated to the new benefit structure.
- Management, employees, and carriers cited communication effort for clarity, ease of use and accuracy.
- Campaign delivered 14% under budget – including non-budgeted items.
- "Communications was one of this Department's true success stories of 2002 ... we couldn't be happier." – Manager of Benefits
- "Our employees became better educated consumers of health care. Together we set out to make a difference in people's lives. Together, we succeeded." – Vice President of Benefits.