

From Benefits Offered to Benefits Understood.

A practical framework to help employers evaluate, strengthen, and communicate their benefits for a healthier, more secure and more engaged workforce.

STRONGER
PEOPLE.
BRIGHTER
FUTURES.

ARE YOU UNINTENTIONALLY DOING A DIS-SERVICE TO YOUR EMPLOYEES?

You offer great benefits. But do your employees really understand them? Many employees enroll in benefits without fully understanding what each plan covers, how it pays, or what expenses they could still face. When the unexpected happens, confusion turns into financial stress — and trust in the benefits program can erode.

THE REALITY

- ✓ Employees often don't understand the difference between major medical and voluntary benefits.
- ✓ They don't know what triggers a benefit.
- ✓ They assume everything will be paid.
- ✓ They discover too late what is NOT covered.



THE GOAL ISN'T MORE BENEFITS.

THE GOAL IS THE RIGHT PROTECTION, UNDERSTOOD BY YOUR EMPLOYEES.

A CLEAR PATH TO A STRONGER BENEFITS EXPERIENCE

Follow these 7 steps to evaluate, strengthen and maximize your benefits strategy.



ASSESS

What Do We Offer Today?

Review your current benefits and how each contributes to employee protection.

ASK:
Do we have the right mix of benefits for our workforce?



UNDERSTAND

What Does Each Benefit Do?

Ensure employees understand the purpose and value of each benefit — and how they work together.

ASK:
Can our employees explain the difference?



IDENTIFY

Where Are the Protection Gaps?

Look beyond what's offered. Identify where employees may still be financially responsible even with insurance.

ASK:
Where could employees still be financially exposed?



EDUCATE

Can Employees Answer the Four Questions?

Help employees understand what triggers a benefit, who gets paid, what's covered and what they may still be responsible for.

ASK:
Are we providing ongoing benefits education?



PROTECT

Build the Right Protection Mix.

Ensure the combination of major medical, ancillary, and voluntary benefits provides the right level of financial protection.

ASK:
Are there solutions that can help close the gaps?



ENGAGE

Turn Benefits Into an Experience.

Keep the conversation going with clear communication, reminders and support throughout the year.

ASK:
Are we communicating benefits only at enrollment — or when employees need them?



REVIEW

Measure, Learn & Improve.

Evaluate what's working, gather feedback and make adjustments to meet the evolving needs of your workforce.

ASK:
Are our benefits still meeting the needs of the workforce we're trying to attract and retain?



EMPLOYER
"We offer benefits."

Bridge the Gap.

FROM BENEFITS OFFERED TO A STRONGER TOMORROW.



STRONGER WORKFORCE
"Employees are informed, protected and prepared for life."



BENEFITS EDUCATION

Help employees understand what they have and how to use it.



BENEFITS REVIEW

Evaluate your current benefits mix and employee experience.



PROTECTION GAP REVIEW

Identify areas where education, voluntary benefits or other solutions may strengthen financial protection.

Where Does Your Benefits Strategy Need a Stronger Bridge?

Let's evaluate what's working, what's understood and where gaps may exist.

LET'S CONNECT →

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