



# BENEFITS COMMUNICATION

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# BUSSIN'...HUH?

Dictionary

## Bus · sin'

/ 'bə-sən /

adjective

: Extremely good; awesome

Gen Z slang

"These employee benefits are ... bussin', bruh."

Similar:

Slaps

Lit

Fire

Top-notch

Defined because  
we want to communicate:

- Awareness
- Understanding
- Engagement

# YOUR TOOLBOX

You can handle a prospect or client with all the tools at your considerable disposal to win and deliver work.

- Knowledge
- Integrity
- Transparency
- Relationships
- Pricing
- Service

toolbox. toolbox. toolbox. toolbox. toolbox. toolbox. to

# WHAT ABOUT COMMUNICATION?

Would you consider communication to be in your toolbox of differentiator characteristics?

If not,  
why not?

Every year, your clients spend

# millions

on quality health care for employees and their families. That spend often includes multiple point solutions and targeted programs to address specific health concerns.

**And the cost of health care is only increasing.**

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At the

# SAME TIME



clients increasingly tell us that their employees don't know what benefits they have, don't appreciate their benefits, and don't use the benefits available to them.





Spiraling medical  
spend



Lack of awareness and  
engagement in benefits



Poor employee decision-  
making and behavior



Lack of perceived  
value of benefits

**ALL OF THIS CAN AFFECT YOUR ABILITY TO KEEP THE WORK LONG-TERM**

Is it time to  
add this to  
your toolbox?

## Differentiated communication

### **REMEMBER:**

- Engagement is an objective, not a strategy.
- One-and-done works for compliance, not benefits communication.
- Communication gaps have real costs to your clients.

The

# MOST EFFECTIVE

Benefits Communications Model

**SIGNAL**

COMPANY-INITIATED

**SURGE**

COMPANY-INITIATED

**SUPPORT**

EMPLOYEE-INITIATED

The

# MOST EFFECTIVE

## Benefits Communications Model

**SIGNAL**

**COMPANY-INITIATED**

A STEADY DRUMBEAT OF COMMUNICATION  
THAT KEEPS BENEFITS TOP OF MIND YEAR-ROUND

For example:

- Monthly benefits spotlight email
- Regular intranet articles
- Regular social feed posts
- Monthly benefit webinars

## QUICK CASE STUDY

# MONTHLY E-NEWS

- E-newsletter launched in May 2025 to support **enterprise-wide employee retention initiative**
- Distributed to **100,000 security officers** each month (personal emails)
- Guiding principles:
  1. Concise
  2. Action-oriented
  3. Surprise/delight in each edition
  4. Emphasize voice and autonomy (based on AI-mined research)
- **Most popular content:** Offers a short-term, personal payoff
- **Least popular content:** Corporate-style promotions and asks
- Other actionable findings include:
  - Literal subject line wins
  - First position promotion trumps all other positions
  - Readers like to have fun
  - More, small incentives drive higher engagement than one big one
  - Timing matters deeply (Friday sends decrease opens by 10%)

## RESULTS TO DATE

12%

Improvement over open rate benchmark

6%

Improvement over click-through rate benchmark

.61%

Average unsubscribes

+77%  
YOY

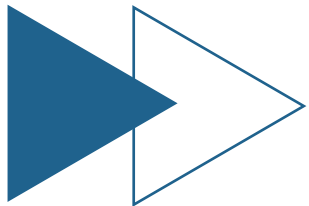
App downloads (promoted regularly)


+

**Significant engagement increases** for:

- EAP
- Discounts program
- Health libraries
- And more

# THE FIRST EDITION




  
Securitas

NEW MONTHLY E-NEWSLETTER FOR U.S. OFFICERS ONLY

## ON GUARD

All the news you need to **know now.**



**COMING SOON**


### Get your earned pay faster.


DailyPay is coming in **June**.

No more waiting for payday! You'll be able to transfer money you've already earned next business day for free or same day for a fee. [Find out more.](#)

**Get ready now.**

[Download or update the Securitas MyConnect app today](#) — it's the only way you'll be able to access DailyPay.








### There's an app for that.

**MyConnect** is worth the download — and not just because DailyPay is coming.


Why download or update it? Well, we've written a song about that in three different styles.

**LISTEN NOW**

[Forget the song — I just want to download or update the app!](#)

### Monitor your mental health.



**It's Mental Health Awareness Month and the perfect time to check in with yourself.**

How are you feeling? What emotions have you been experiencing lately? If you need or want to talk, you have **five free counseling sessions** through our **Employee Assistance Program (EAP)**. Use them this month or anytime this year.

## QUICK CASE STUDY

# MONTHLY SPOTLIGHT

- **4,500 U.S. employees**
- Looking to drive **benefits awareness, appreciation, and utilization**
- Some **communication complexity** — not clear which benefits communication is about products and services sold to clients and which is about the employee experience
- Monthly benefits spotlight email with webinar launched in May 2025
- Wrapper slides covering all benefits plus 30-minute vendor partner presentation
- **Most popular topic:** LSA
- Other actionable findings:
  - Literal subject line wins
  - Email drive action (registrations and website views)
  - Questions asked in sessions should be addressed on benefits website

## RESULTS

55.4%

Average open rate (exceeds company internal comms benchmark)

5.15%

Average click-through rate (exceeds company internal comms benchmark)

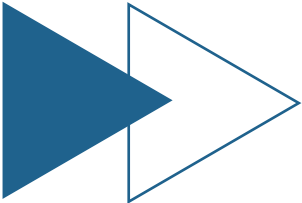
+

Webinar attendance **increased each month** (500+ attendees in Jan 26)

+

Drove benefit website **page views**, benefits **utilization**, and supported **medical plan migration**

# MONTHLY BENEFIT SPOTLIGHT



## MAKE YOUR 401(k) A-OK



Is retirement around the corner or years away?

Either way, you want your 401(k) in tip-top shape for the future.

Join a **30-minute webinar** to get practical advice from our 401(k) administrator, Principal. They'll cover your investment options, pre-tax vs.

## \$500 Well-Being Reward



Here's a reason to get excited about your annual medical check-up — money in your Lifestyle Spending Account (LSA) for your well-being.



### Here's how it works.

**Keep in mind:** You only have an LSA if you are currently enrolled in an Alera Group medical plan.

1

Head to the doctor for your annual check-up (primary care or OB/GYN).

Make sure your doctor codes it as a

The

# MOST EFFECTIVE

Benefits Communications Model

**SURGE**

COMPANY-INITIATED

CAMPAIGNS TO CAPTURE EMPLOYEE ATTENTION AND  
DRIVE DESIRED BEHAVIORS

For example:

- Moment-in-time communication or campaign
- Signature experiences
- Virtual or in-person events

## QUICK CASE STUDY

# MOMENT IN TIME SPOTLIGHT

- **5,100 U.S. lives** (employees + dependents)
- Wanted to **improve employee health care decision-making**, including preventive care, virtual care usage and reduction in ER visits
- Implemented **Quantum Health in 2026** to make an impact on health care decision-making
- Employees are **highly dispersed and overwhelmingly male**
- Persuaded Director of Benefits to send a home mailer early in the year to employee homes (not typically done because they “don’t work”)
- Mailer focused on 6 things they need to know and do in 2026

## RESULTS

19%

Increase in one month in the number of Teladoc registrations

1 in 4

Employees who had an account with Teladoc at the end of February. It was 1 in 5 in January.

71%

Percentage of primary care visits in February that were initial visits

+

QR code scans are still happening more than 2 months after the mailing

# HOME MAILER

## FLEETPRIDE BENEFITS HAS YOUR 6

SAVE MONEY. SAVE TIME. FEEL GOOD IN 2026.



FleetPride  
HELPING YOU TAKE THE ROAD

### CRACK THIS OPEN TO LEARN

How you can save time and money on health care in 2026.

- MONETARY-SAVING TIPS
- TIME-SAVING TIPS
- HASSLE-SAVING TIPS

# 6 IN '26

Do these things to save money and time on your health care benefits.



### CREATE AN ACCOUNT

The Quantum Health portal is replacing the BCBSTX portal. You'll use [FleetPrideBenefits.com](https://fleetpridebenefits.com) to access your current benefit information, to get answers to questions or get help navigating your plan.

To create an account on [FleetPrideBenefits.com](https://fleetpridebenefits.com), you'll need to enter your legal name, date of birth, the last 4 digits of the plan holder's Social Security number or your BCBSTX member ID.

You'll still be able to access the BCBSTX app for historical purposes only.



### SAVE QUANTUM TO YOUR PHONE

Open your contacts app. First name? FleetPride - Quantum. No last name necessary. The phone number is **844-460-2841**. Bonus points if you save it to your favorites. Call any time you need help with your medical care.



### GET YOUR ANNUAL PHYSICAL

A physical can keep your wallet — and your health — in better shape. And the best part? It's free for you when you see an in-network doctor and it's the easiest way to keep small issues from becoming big ones. Plus, if you have a physical between March 1, 2025 and February 28, 2026, you'll pay less for medical coverage in 2026.

Call **844-460-2841** if you don't have a doctor.



### USE TELADOC FOR CARE

Flu, allergies, pink eye, earache, kid sick on vacation — Teladoc's got you. Dermatology. Behavioral health. Those, too. Talk to a licensed doctor anytime, from anywhere. And it's free for most visits (behavioral health requires a copay).

Visit [teladochealth.com](https://teladochealth.com) or call **800-835-2362**. (If you already have an account, you can use the login information you already set up.)



### STAY IN-NETWORK

You'll save money by making sure your doctors, dentists, urgent care centers and labs are in the BCBSTX network.

Call **844-460-2841** if you need help finding care.



### URGENT VS. EMERGENCY

The emergency room should only be for life threatening injuries and illnesses. Teladoc and urgent care centers can treat most everyday issues — sicknesses, sprains and stitches — way faster and cheaper.

### IMPORTANT!

Ask your provider to contact Quantum if they need to confirm your coverage.



The

# MOST EFFECTIVE

Benefits Communications Model

**SUPPORT**

**EMPLOYEE-INITIATED**

**MECHANISMS FOR EMPLOYEES TO RETRIEVE  
ANSWERS TO SPECIFIC QUESTIONS ON DEMAND**

For example:

- Benefits Call Center (limited hours)
- Custom benefits website
- AI-powered benefits virtual assistant



In addition to pushing information to your people, we need to **MAKE IT EASY FOR THEM** to grab information and get answers to their specific questions.

## **UNDERSTAND:**

“What does deductible/  
coinsurance mean?”

## **USE PROGRAMS:**

“Do we have  
diabetes support  
and how do I enroll?”

## **NAVIGATE:**

“In-network?  
Referral? Prior auth?  
Where do I go?”

## **CHOOSE:**

“Which plan option is  
best for my situation?”

## **LIFE CHANGES:**

“My wife lost her  
coverage. What can I  
do?”

# Virtual Benefits Assistant

**Your Virtual Benefits Assistant**

Hi! I'm here to help you navigate your Alera Group benefits. I *can* answer questions and guide you to the right place, but I *can't* access your account or handle personal requests. What would you like to know?

Write a message...

**Chat with my virtual assistant**

## Benefits Guide

Medical plan overview  
 Comparing the plans  
 Cost per month  
 Prescription drug

# Medical

	UnitedHealthcare HDHP	UnitedHealthcare PPO 500	UnitedHealthcare PPO 250	Kaiser HMO (CA Only)
Free preventive care (in-network)	☺ Yes	☺ Yes	☺ Yes	☺ Yes
Paycheck contributions	\$	\$\$	\$\$\$	\$\$
Deductible	 Highest	 Medium	 Low	 No deductible
Paired tax-advantage account	Health Savings Account (HSA) and Health Care Limited Purpose FSA	Health Care FSA	Health Care FSA	Health Care FSA
Consider this plan if you'd like...	A tax-efficient HSA with money from Upstart and the lowest paycheck contribution rates	Lower paycheck contributions, an affordable deductible and national network with in- and out-of-network coverage	A low deductible and national network with in- and out-of-network coverage	No deductible, low copays for care and prescriptions, and using providers in the Kaiser network

Note: Upstarters in Hawaii have access to one PPO medical plan through UHC.

**Need help?**  
 Questions about the plans? Contact Sequoia Benefits at (833) 378-0727 from 8:30 AM PT to 5:00 PM PT, Monday-Friday or [upstart@help.sequoia.com](mailto:upstart@help.sequoia.com).

## Benefits Website

**PRIMO BRANDS™**

2026 BENEFITS ENROLLMENT RESOURCES CONTACTS

**BENEFITS**

# Flexible Spending Accounts (FSAs)

Health care and dependent care expenses can add up quickly. With a Flexible Spending Account (FSA), you can set aside pre-tax dollars to lower your taxable income for the year and save money on eligible expenses.

You can enroll as a new hire, during Annual Enrollment, or within 30 days of a qualified life event such as marriage or the birth of a child.

### The Basics

⚙️ ☂️ 💰

	CONTEXTUAL	MOMENT OF DECISION	PERSONAL	TWO-WAY
Plan Documents	OK	OK	NO	NO
Benefits Guide	OK	OK	NO	NO
Benefits Website	BETTER	BETTER	NO	NO
Call Center	BEST	DEPENDS	YES	YES
Website Virtual Assistant	BEST	BETTER	CAN BE	YES

Communication works  
for those who **work at it.**

– John Powell

