Herman Miller is evaluating their Benefits Open Enrollment communication materials and processes. We are interested in hearing the communication techniques that you use to engage employees in their benefit enrollment selections.

1. Do you publish a written guidebook or overview of your benefit offerings for your workforce.
2. If you do and can provide a copy of your guidebook as part of this submission, that’d be extremely helpful.
3. What other ways do you communicate to your employees on their benefit offerings during Open Enrollment? For example, videos, emails, in person meetings, etc.
4. Do you partner with a vendor for video creation for benefits open enrollment communications? If so, who?
5. What are your goals of your communication tactics?

Kim Smit, Herman Miller, September 15, 2014

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<th>COMPANY, CONTACT NAME</th>
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| Allstate Elvia Herrera Elvia.Herrera@allstate.com | 1. We do not publish guidebook. We do have a one page handout for our live meetings.  
2. N/A  
3. Webinars, emails, videos, live meeting, and a portal (webpage)  
4. Internal  
5. Provide the information to our employee and their family to access how and when it’s best for them. |
| AstraZeneca Liz Perotti liz.perotti@astrazeneca.com | 1. Yes, but it is only available in a PDF format on a site that is managed by our benefits provider.  
2. N/A  
3. A flyer is sent to the employee home address. Posting on internal website, Picture on campus TVs, Note in our Wellness Corporate Communication email message to all employees.  
4. No, we use in-house corporate communications.  
5. Education and awareness that if you do nothing you will default to last year elections. |
| McGraw Hill Financial Karlene Hall karlene.hall@mhfi.com | 1. We supply a guide during open enrollment that outlines changes for the new year. We also have a New Hire Benefits Guide that is available for the entire year. Our benefits are outsourced to AON Hewitt so we also have a dedicated benefits website where all of the benefits information can also be found.  
2. Unfortunately, we are not at liberty to provide a copy. If you have more specific questions please feel free to give me a call directly.  
3. We use emails, hard copy mailings of the Open Enrollment Guide along
with postcard reminders steering everyone to our benefits website. We also post some information on intranet site. Some in-person meetings have occurred in the past, but it is dependent on if major changes may be occurring with our plans in a particular year.

4. We just recently formed a partnership with PartnerComm as our communications vendor. So far we are pleased and yes, they will be creating some videos for us.

5. For this year, we will have emails and postcard mailing, but PartnerComm is also creating a Microsite that we will marketing in the communications and where we want our employees to be directed.

**University of Kentucky**  
**Erika Chambers**  
**erikachambers@uky.edu**

[HERE](#) is a link to our employee benefits guidebook. These are sent to all employees homes. Additionally, an email is sent via our Chief Benefits Officer prior to Open Enrollment (OE) to notify everyone of OE dates. Our culture tends to respond better to in-person meetings, so the benefits officers attend any employee town-hall style gatherings and present about OE and what’s new about this year’s benefits. We also hold OE open houses. These events occur almost every day during the open enrollment period and at a different place on campus each time. Representatives from departments and services mentioned in the benefits book have a table at the open house -- this event allows employees to talk with representatives directly rather than just calling HR. The primary goal is to ensure that employees know a) OE dates b) what’s new about this year’s plan, and c) understand what other benefits the University of Kentucky offers beyond the healthplan.

Additional resources:  
[Communicating Rewards Packages](#) (RT Listserv Summary, March 2014)