

HOW TO INCREASE EMPLOYEE AWARENESS OF HEALTH AND WELL-BEING BENEFITS

Tips for HR benefits leaders to engage employees and encourage benefits usage

Getting employees to use the benefits available to them can be challenging. Here are a few tips and strategies to increase awareness of the resources and services available:



Keep track of the most frequently used employee benefits.

Your company may offer benefits that aren't well known or understood by your workforce. Knowing which benefits are accessed and how often will allow you to better promote resources that are underutilized by your employees.

Ask employees which benefits are important to them.

Use this information to consider which benefits to offer and which existing benefits may need more promotion. You'll also gain knowledge that will help you better communicate to employees about the programs they may find most valuable.



Communicate regularly about available benefits.

Employees are busy throughout the day, and their employee benefits may not be top of mind. Use the communication channels that are most effective in reaching your employees: provide clear, concise descriptions of what is offered and how to access it. Send out regular newsletters or emails with quick updates or offer lunch-and-learns and webinars to give more in-depth information.

During meetings, ask managers and leaders to advocate for the benefits available.

When reminding employees about their benefits, use examples of how it can help them meet their personal health goals while remaining extra mindful of potential privacy violations. Be sure to remind your employees that their medical and personal health information is safe and confidential and any benefits they access are not shared with their employer.



Simplify steps for accessing and utilizing company benefits, and communicate these to employees.

Making the sign-up process simple and easy and regularly reminding employees about it can help increase utilization.

Make it easy to find information about the benefits available and what each one offers.

Chances are, you have an online website where employees can access information about all the benefits you offer. But do they know where to find it? Post reminders in breakrooms and bathrooms, email direct links or hand out flyers so employees know where to go to learn about everything available to them.

