

## COMMUNICATING V-BID BENEFITS TO EMPLOYEES

The following communication strategies are best practices from other employers and current literature.

### Best Practices

#### WHO SHOULD COMMUNICATE

- Communications to employees should come from employers and health insurance carriers. While carriers may communicate about the specific benefits and cost sharing aspects of the plan, employers should communicate to employees about why the company is implementing a V-BID plan and how it will directly benefit them.
- Employer communications should come from both senior management and employee leaders. Messages from senior management demonstrate the initiative's importance to the company, while employee leaders can help build employee buy-in through peer-to-peer learning.

#### WHAT TO COMMUNICATE

- Educate employees on how their health plan can improve their health, prevent future health issues or complications, reduce their out of pocket spending, provide higher quality services at lower costs, and help them make the best health care decisions for themselves and their families.
- Address employee concerns about employers accessing their health information by highlighting that the employer will not have access to the employees' information and that the company is committed to protecting employee confidentiality.
- Emphasize the company's dedication to meeting its employees' health care needs.

#### HOW TO COMMUNICATE

- Utilize multiple communication channels and strategies to effectively communicate with a diverse range of employees, such as newsletters, infographics, and brochures. In-person communication through "lunch and learns" or benefits fairs may be particularly effective. Many carriers also offer interactive online tools to help communicate benefits and customize messaging for individual employees.
- Keep materials simple, clear and easy to read. Consider the health literacy of your audience and meet them at their level by incorporating visuals, using direct language, and providing definitions for complex topics and words.

#### WHEN TO COMMUNICATE

- Set a realistic timeline to develop and roll-out your communications plan. V-BID concepts are novel and could take several months for employees to understand the proposed plan.
- Repeat messaging frequently. This helps employees pay attention to and understand the V-BID concepts, which may at first seem complex.
- Develop an evaluation tool, such as a survey, to monitor employee satisfaction and identify areas for improvement. Evaluation of the communication campaign should be ongoing.