

# Leveraging Employee Communication

**Tri Association Manufacturing Conference**

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# Peak Benefit Solutions Inc.

[www.peakbenefitsolutions.com](http://www.peakbenefitsolutions.com)

## Your Employee Benefits Guide

125 Clients

Group Life, ADD, Critical Illness, Disability, Health & Dental

Group Retirement (RRSP's, DPSP's & Pension)

Plan Design, Executive Coverage, Tax Effective Compensation

Employee Communication

**Chad Donnelly**

**877.426.2704**

**@peakchad**



# Employee Communication

- Foster Culture
- Introduce Change
- Provide Resources
- Create a Safe Environment
- Attract New Employees
- Retain Existing Employees
- Enhance Value in Employee's Eyes
- Control Costs

# Attracting & Retaining Employees

Is perception everything?

How do you enhance the value of employee compensation packages?

Communicate all aspects of employee compensation

Ensure it is from the employee's perspective

Not one size fits all

# Attracting New Employees

## Example

- \$40,000 Income
- Life Insurance, Accidental Death & Dismemberment \$25,000, Health and Dental 80%
- Employee pays Long Term Disability 66.67% of gross income
- Company pays remainder
- Group RRSP/DPSP: Company matches 50% up to 2.5% of income

# Attracting New Employees

## Compensation Statement

- Income: \$40,000
- Life Insurance & AD&D Benefits: \$50,000 tax free
- Annual Long Term Disability Benefits: \$26,668 tax free
- Employer Contribution Benefits: (avg. \$250/month)  
\$3,000
- Employer Contribution RRSP/DPSP @ 2.5% of income:  
\$1,000
- Total Compensation: **\$120,668**

# Attracting New Employees

## Employee Benefits Summary

- **Must be clear and simple**
- **One page summary**
- **Address Late Applicants**
- **Plan design**
- **Ancillary Benefits - Don't make assumptions**
  - (e.g. Preferred Vision Providers)
  - Online Member Services
- **Contributions**



# Existing Workforce

Ongoing communication is key

## 1. Reinforce value

- Plan enhancements
- Increase in income
- Higher non-evidence limits

## 2. Adjust to changes in demographics

- Change in priorities/needs

# Existing Workforce

Ongoing communication is key

## 3. Evolving industry

- Additional tools
- Preferred providers
- Ancillary benefits

## 4. Plan Changes

- Enhancements
- Reductions
- Contribution Levels
- Shift from defined benefit to defined contribution

# Existing Workforce

## 5. Change Behaviour

Improved Behaviour Requires Knowledge

- Provide incentive
- Supply members with tools & knowledge
- Promote ancillary benefits
- Proactive vs. Reactive

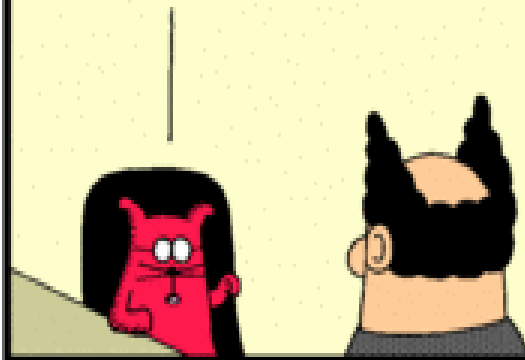
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HAVE YOU EVER  
NOTICED HOW THE  
FLUORESCENT LIGHT  
GLISTENS OFF OF  
WALLY'S HEAD?



# Communication Methods

- **Annual Review - Statement**
- **Handouts/Brochures – Dispensing Fees**
- **Bulletin Board/Lunchroom – Employee Assistance**
- **Email – Reminders for Preferred Providers**
  - **Intranet/Internet – Updated forms**
- **Employee Meeting – All of the Above**

# Employee Meeting

- Need to be consistent – annual/semi annual
- Better opportunity for clarity
- Allows for questions
- Demonstrations
- Webinar
- Third party involvement

# Employee Meeting - Example

1. Premiums are increasing due to high drug claims
2. Coinsurance levels are 80%
3. Employer pays 100% of the premium
4. If premiums continue to rise at this rate the employer will be forced to make drastic changes (reduce coinsurance, add deductible and/or have employees contribute to Health/Dental premiums)

# Employee Meeting - Approach

- Webinar for remote employees
- Multiple meetings for shifts and/or absentees
- Explain circumstances and possible outcomes

## How can plan members save money?

- Handout showing dispensing fees
- Discuss generic substitutions
- Utilize an insurer with a provider agreement



# Employee Meeting - Approach

- If a local provider isn't available consider mail order or negotiate your own agreement
- Illustrate out of pocket savings based on provider agreements and dispensing fees
- Provide resources to take advantage of agreement(s)
- Implement and promote a tiered drug plan – Acute/Maintenance/Specialty

# Things to Consider

- In any situation have an employee testimonial when one is available
- Education = More Claims
- Third party speakers are often more effective
- Try to address all learning styles

# Disability Policy

- When an employee is disabled the fully insured premiums are waived
- Health and dental premiums are the consideration of the employer
- Contribution levels may differ from period prior to disability

# Disability Policy

- Disability policy should be communicated in writing
- 1 to 2 years is becoming the standard
- Treatment of one employee sets precedent
- **Be proactive!!**

# Privacy Policy

- Be wary of answering questions about or submitting claims
- We don't receive details about individual employee claims.
- Be clear about how information can or can't be used. (e.g. disability and modified work policies)

# Privacy Policy

- 4.6 million Canadians suffer from arthritis. A 2012 Fit For Work Survey polled 1,057 Canadians living with arthritis
- Only 45% reported having told their employer about their condition
- 10% thought it would put their career at risk, 40% didn't think their employer could help so there was no point in disclosing it and 43% felt their symptoms were under control"



\*Reference: "Health Check": Benefits Canada September 1, 2013

# Questions

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