6 STEPS TO A HAPPIER, HEALTHIER WORKFORCE

Sponsored by VSP Vision Care

STEP 1 DETERMINE YOUR OBJECTIVES

Top employer objectives include:

- Benefit cost reduction
- Recruitment/staffing
- Employee satisfaction

STEP 2 PARTNER WITH A BROKER OR CONSULTANT

Advisers can help:

- Design healthcare, wellness and other benefit plans
- Provide retirement plan advice
- Help with insurer/carrier selection

STEP 3 SELECT THE RIGHT MIX OF BENEFITS

- Offer benefits that appeal to job candidates
- Ask employees what type of benefits they want
- Find out what your competitors are offering

STEP 4 GET MANAGEMENT BUY-IN

- Be prepared to discuss the plans in detail
- Be clear about each plan's costs and advantages
- Tailor your message – does management prefer a narrative or numbers?
- Stay objective

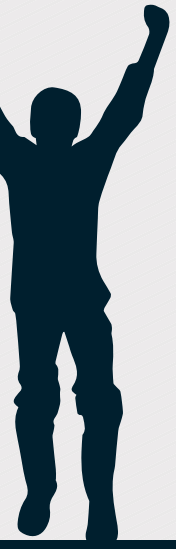
STEP 5 CHOOSE CARRIERS WITH ROBUST EMPLOYEE COMMUNICATIONS TOOLS

Ask these key questions:

- What are the costs?
- What is the billing process?
- What tools and advice does the vendor offer employees?

STEP 6 COMMUNICATE, EDUCATE AND ENGAGE EMPLOYEES

- Hold benefit education and enrollment sessions all year long
- Customize education and communication to meet staff demographics
- Be up front on the cost and take time to explain the value of employee benefits



To learn how vision care can play a key role in your wellness journey, visit: **www.vspdetectsfirst.com**

Research study commissioned by VSP and conducted by SourceMedia Research (publisher of Employee Benefit News and Employee Benefit Adviser). Study was conducted in June 2015, among decision-makers at 304 employers with more than 50 employees.

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