

Tips to Explain Benefits Effectively

1. Start with a Human Conversation

Skip the alphabet soup of PPOs, HDHPs, and FSAs. Nobody's heart rate spikes with excitement over a deductible chart. Instead, start with the problems your benefits solve. If you can talk about real-life moments, your employees lean in. Benefits only matter when they feel personal.



2. Trade the Novel for a Short Story

Employee benefits packages are complex. Breaking them down into smaller pieces helps employees understand them. Bite-sized content gets remembered. It also allows someone to skip over the dependent enrollment information if they are single or dig into the vision insurance if they wear glasses.



3. Host a Live Q&A (and Record It)

Hosting a Q&A session gives employees a chance to ask their actual questions and hear answers to ones they didn't even know they had. You can choose a virtual or in-person format. Do what works best for your organization. To get extra value from the session, record it. Put the video in your resource hub so people who couldn't make it still get the value.



4. Customize the Message

Segment your communication. Run a "Top 5 Benefits Parents Should Know" workshop. Send a "How to Pick Your Health Plan if You're Young and Healthy" guide. New hires might need a crash course; long-tenured employees might just want updates. Relevance is the secret weapon here.



5. Share Stories, Not Specs

Specs don't stick. Stories do. Instead of rattling off coverage percentages, show what those numbers mean in real life. Talk about an employee who used disability insurance to cover their mortgage while recovering from surgery. Or the family who finally got dental work covered without financial panic. These stories transform benefits from abstract paperwork into real tools for survival and success.



6. Build a Benefits Hub Employees Will Use

If your only resource is a PDF buried in an HR folder, you're setting yourself and your employees up for failure. Build a central, searchable hub that puts everything in one place. That hub should include: plain-language summaries of each benefit, direct links to enrollment forms and plan docs, and contact info for your benefits consultant.



7. Keep the Conversation Alive Year-Round

Use monthly newsletters, quick Slack blasts, or seasonal campaigns. In May, spotlight mental health resources. In November, remind them to use FSA dollars. In January, promote free preventive care. These nudges are light lifts but high impact.



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