

THE ASK

What does a media company do to educate employees throughout an Open Enrollment period? Mirror its business, of course, by launching a podcast series encouraging them to become active participants in the annual enrollment process by reviewing, comparing, and selecting the coverage right for them.

THE TASK

During Open Enrollment, the company took to the internal airwaves, harnessing the power of podcasts to enhance employee engagement, increase knowledge, and drive active enrollment. This audio-based medium was one in a series of company-branded efforts, including webinars, live sessions, office hours, and more, that highlighted employees' "power to choose a plan" delivered through a steady cadence of communications via various communication vehicles. Immersive, educational, and simplistic were the guiding principles behind the launch that successfully enabled employees and their loved ones to compare plans, assess their individual requirements, and get the answers they needed.

The four-episode series was developed and produced to help "break it all down" for employees through real and meaningful discussions around the Open Enrollment process, how it tied into the company's health and wellbeing program, and how it played a vital role in the Total Rewards big picture, which encompasses industry-leading and comprehensive benefits and wellness offerings. Each pre-recorded episode closed with a clear and concise call to action for the submission of questions or concerns from employees, answering those questions at the tail end of each subsequent podcast, including contact information for further assistance.

THE WIN

The podcast series successfully integrated into internal communication channels, earning popularity among employees at work, at home, and on the go with each podcast garnering 1,000+ clicks from employees who listened all the way through. It not only inspired coverage of additional business-related topics in the new communication channel but also established the HR leadership team as an in-house resource for all things healthcare planning. Their clarity in everything from language to plan details and deadlines empowered employees to build out the optimal plans for themselves and their families.

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