



WHITE PAPER

Benefits
Communications
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What separates healthcare chaos from health plan clarity? Expertise.

The worlds of healthcare and health insurance are complicated. And both employees and employers are faced with more complex benefits offerings and higher financial stakes than ever before.

Confusion surrounding employer-sponsored health insurance offerings can cause members to elect for plans that don't match their family's healthcare needs, miss out on cost-saving options or even avoid care altogether.

Langrand is a strategy-forward creative agency with a 20-year history of helping organizations improve their employee benefit communications strategy and realize more value from their total healthcare investment.

In that time, we've gained expertise in both the public and private sectors, working for clients as diverse as the Teacher Retirement System of Texas—with a goal of reducing costs for seniors, to United Airlines—a global employer with a mix of union-heavy populations each with their own plan needs and preferences. And we continually create meaningful end-to-end member journeys for major health plans—and better patient outcomes for some of the largest healthcare systems in the country.

We've accumulated insights and knowledge that taught us what works, what doesn't and how to put the most effective strategies and communication executions into practice. Here are five quick ways we can offer you thoughtful recommendations to make your benefits communications campaign more dynamic and effective:

1. Simplify the journey

We do everything we can to make health plans easier to understand and navigate, every step of the way. We'll assess your member journeys to ensure optimal integration. And we work with vendors to improve their part of the member experience, too. Because the key to simplifying healthcare is realizing it's not about data, analytics or technology—but the people behind it.

2. Develop communications campaigns that are a custom fit for your culture.

Health plan vendors tend to rely on off-the-shelf communications and engagement solutions that fail to make a real connection or move the needle on metrics that matter to you. We launch campaigns that are tailored for your workforce and its unique opportunities and challenges. Because we think beyond traditional health insurance campaigns and position our work around your people and priorities.



3. Ensuring employees take full advantage of the programs you offer

We use traditional advertising tools to sell something much more important than a product—what we’re promoting is better health. From getting employees to take their health risk assessment, to driving members to sign up for a diabetes management program—we ensure they use the services you’ve invested in and curated for them. Because a benefit’s not a benefit if employees don’t understand how it works or how much it costs.

4. Use data to design more responsive communications strategies.

Data helps us make communications more personal and engaging, and that’s when employees start to take a more active role in their health. We have a history of working with employers, health plans and consultants to translate insights and metrics into actionable strategies. We can elevate your AE season by:

- + Analyzing quarterly health plan performance to spot opportunities for engagement
- + Facilitating strategy sessions to help design more responsive campaigns
- + Developing dashboards and executive-level presentations to share your wins

Here are some of areas of expertise and service capabilities:

- + Provide turn-key campaigns for pre-and-post AE/engagement/ awareness
- + Craft targeted campaigns that address specific cost drivers
- + Manage the realities of ever-increasing healthcare costs with innovative programs
- + Introduce new plans for populations known for resistance to change
- + Launch network strategies from tiering to quality-driven narrow networks
- + Revamp programs that better align with your business and culture
- + Create retention-focused campaigns when competition enters the mix
- + Craft communications in the context of wellbeing, diversity, equity and inclusion

5. Help employees make better decisions.

Whether it's choosing higher quality network providers, opting for urgent care over the ER, or actually shopping for healthcare before employees use it, we can work with you to create campaigns that highlight the real, everyday challenges employees face. Our strategy-based, customized personas facilitate better decision making for members and their families.



**A PARTIAL LIST
OF CLIENTS PAST
AND PRESENT:**

Aldine, Katy and Houston Independent School Districts
Teacher Retirement System of Texas
Anthem/State Health Benefits Plan (SHBP)
Faurecia (a French global automotive supplier)
United Airlines
DistributionNOW
Blue Cross of Idaho
Blue Cross Blue Shield of Alabama
Credence Blue
Marathon Health
Verizon
Walmart
WellSpent
CVS
Of the Moment Labor Union Campaigns

Do your benefits communications match your needs?

We can make sure they do. Think of us as an extension of your benefits team. Together, we can craft targeted and streamlined campaigns aimed at boosting participation while addressing the specific needs of your populations to offer greater health and better outcomes for everyone.

A free consultation

Now is a great time to call because we're offering a free consultation to prospective clients. Here's how it works: send us a few of your latest annual enrollment collateral pieces. Our benefits team will analyze your strategy and communications and get back to you with detailed recommendations—all in time for annual enrollment.

Here's how to get in touch:

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