Our client was concerned that introducing a new, complex, and unfamiliar benefits plan could lead to disruption of day-to-day business operations. Through social media, games, and other tools, we helped explain the plan and significantly improve understanding and acceptance of the changes across the workforce.

One of the largest vertically integrated poultry producers in the United States shifted from a traditional health plan to a single consumer-driven plan (CDHP) for its 1,000 salaried employees. Given the new plan’s complexity and unfamiliarity, management was concerned that confusion over the plan could lead to employee relations issues and disruption of day-to-day business operations.

The company needed a way to:

• Ensure salaried employees understood how the new plan worked and were prepared to enroll for their 2013 medical coverage, effective January 1, 2013
• Provide the background, cost of care for employers, and why an increasing number of US companies are adopting CDHPs
• Increase employees’ comfort level with the concept of health care consumerism
• Provide employees with tools and information for managing costs and HSAs

An Insightful Solution

Based on our experience helping companies communicate change (especially the change to CDHP), we knew that the CDHP model for medical coverage was not intuitive for most people — and especially not for employees who had received health care via managed care plans for years. We believed it was imperative that we find a way to engage employees in the learning process about their new plan, why the company was making the change, and to help them on their way to becoming educated health care consumers.

“[We don’t] think a newsletter or typical PowerPoint will suffice to achieve our goals.”
— Client comment in engaging Conduent HR Services

Our project team brainstormed and settled on a social media solution. Social media had its advantages: it was a new and engaging way to communicate; there were popular tools already on the market, so some employees would already be familiar with it; and the format provided the opportunity for individuals to ask questions, converse, and share knowledge.
“I am using [the new plan] and it gives my family choices for doctors and services up front before the medical procedures are done.”

– Employee survey response

<table>
<thead>
<tr>
<th>Why employees are moving to CDHPs</th>
<th>Pre-campaign</th>
<th>Post-campaign</th>
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<tbody>
<tr>
<td></td>
<td>35%</td>
<td>55%</td>
</tr>
<tr>
<td>How self-insurance works</td>
<td>30%</td>
<td>47%</td>
</tr>
<tr>
<td>HSA</td>
<td>15%</td>
<td>47%</td>
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<tr>
<td>How WellChoice differs from PPO</td>
<td>30%</td>
<td>47%</td>
</tr>
<tr>
<td>WellChoice overall</td>
<td>23%</td>
<td>47%</td>
</tr>
<tr>
<td>How value of CDHP compares over time</td>
<td>28%</td>
<td>47%</td>
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</tbody>
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We deployed a Web-based platform that operated much like a typical social media engine, but was developed specifically to deliver health care utilization and consumerism content to employees. It could be accessed only by employees, from any computer or smartphone, and it offered administrators the option to prescreen employee comments before they posted publicly to the site.

We also developed three simple games to motivate employees to keep visiting the site and to help them absorb relevant facts and tips about consumerism and their health plan — two multiple choice games and one crossword puzzle that were accessible only from the site. We advised employees to post their scores on the site to encourage others to play and comment.

The games not only added some fun and interest to the process, but they also helped us reach employees who were not particularly engaged by typical benefits information.

**Real-World Results**

The games and tools helped explain the cost of care, how CDHPs work, health care consumerism and HSAs, along with traditional supporting education materials. Post-campaign levels of understanding were significantly higher in every category, as shown in the chart above.

**Let’s Talk**

For more information about this project, contact our Engagement Practice consulting team at 1.866.355.6647 or hrservices@conduent.com.

[www.conduent.com/hrservices](http://www.conduent.com/hrservices)