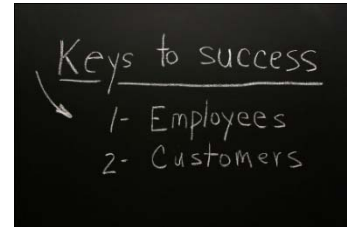


## Fresh Ideas in HR Communication

### What We Do

Our services are available to HR professionals, carriers, plan administrators, brokers and service providers to help promote and connect programs to employees and spouses.

- Health and wellness benefits
- Benefits enrollment
- Benefits consolidation
- Compensation programs
- Compliance communications
- Retirement plans



### Who We Are

Groh & Associates has over 20 years experience in working with employers and benefits providers to create and implement campaigns for educating employees on HR programs. Our team includes graphic designers, production coordinators, low-cost printers, web designers, personalized print designers, meeting coordinators and project managers.

### The eBenefits Information Center

The eBIC is one of several special services we offer. It's a benefits portal built on a template and customizable for year-round use:

- Enrollment (comes with an optional online enroller or links to your system)
- Life event changes
- New hire benefits orientation



**Your Own Benefits Learning Center for Employees and Spouses:** The eBIC can function as an extranet, hosted on an external server, password protected and accessible from home computers by employees and spouses. It features a Benefits Learning Center where you can create learning events for your employees and spouses:

- Podcasts – video or flash-enhanced, narrated presentations for benefits learning such as during annual enrollment or ongoing for wellness and benefits awareness.
- Compliance section for SPDs, SMMs, benefits brochures, carrier materials, etc.
- Links to other centers of learning (i.e., carrier's Web sites, wellness sites for health management, etc.
- Email and chat live capabilities to connect with your benefits representatives or service center.

We set it up for a small fee, customize it with your company logo and colors, upload your documents and manage content on a monthly or quarterly basis – to keep it dynamic and up to date. That way your employees and spouses will adopt the site as their benefits learning center.

## Fresh Ideas in HR Communication

### Communication Solutions for Benefits Education

**Health and Wellness Benefits** – To engage employees in taking on more responsibility in managing their health and wellness benefits, they need to know what to do. We create benefits education strategies using print, web, meeting, video/podcasts and social media. We can use eBIC to reach spouses and employees who don't have access to your intranet.

**Benefits Enrollment** – We can help you plan and organize your annual benefits enrollment, including setting up online enrollment and benefits information portals, developing or updating printed materials, creating meeting materials, or training local HR in meeting facilitation. We can facilitate employee meetings and onsite enrollment.

**Benefits Consolidation** – Work with us when you consolidate benefits following a merger or acquisition or just because it makes financial sense. Our experience in benefits consolidation can be invaluable to accelerate the process and quickly improve employee relations.

**Compensation Programs** – We work with clients to promote and explain incentive plans, stock plans and other compensation programs. Our goal is to help employees understand how they can maximize rewards which in turn drive your overall revenue and financial goals. We also develop training materials and conduct training sessions for HR staff and supervisors.



**Compliance** – Technical knowledge is needed as well as good communication skills to keep summary plan descriptions and to prepare summary of material modifications. We also have a self-managed online HIPAA Privacy Rule training module for your HR reps.

**Retirement Plans** – Work with us to create your compliance-based yet easy-to-understand communications for retirement planning, pension freezes and consolidation of retirement plans. Our services can include personalized retirement statements and projections. We can keep your SPDs up to date, saving you money, fulfilling compliance requirements and creating better benefits educational materials.

#### A Special Tool for Benefits Education

Create narrated presentations, podcasts customized on a PowerPoint platform and enhanced with Flash. Uses:

- Post on a Web site for learning about benefits and changes
- Explain wellness resources and incentives
- Support annual enrollment
- Reach employees who don't attend benefits meetings
- Reach spouses from home computers
- Orientate new hires
- Support integration after a merger/integration
- Provide consistency in meetings conducted by local HR and avoid travel by corporate HR
- Train local HR in compliance (we have a HIPAA Privacy Rule module, for example)