

# WELCOME TO THE BLUE CROSS & BLUE SHIELD OF RHODE ISLAND EMPLOYER TOOLKIT

## An easier way to manage health plan communications

You've worked hard to develop a comprehensive benefits package. Make sure you're getting the word out with timely, relevant messages your employees can't miss.

The Blue Cross & Blue Shield of Rhode Island (BCBSRI) Employer Toolkit can help. In it, you'll find ready-to-use communications to help you promote health plan benefits as well as manage key events like open enrollment. All of which means your employees will stay informed and engaged, and your challenging job just might become a little bit easier.

## 5 secrets to communications success

A little planning can make a big difference in how your employees receive and respond to your messages. Here are some tips.

### 1. Meet your employees where they work.

An email isn't always the best way to communicate—especially if most of your workforce spends their time on the manufacturing floor. Consider where your employees are likely to see your message—at their desk, in the break room, or by a time clock—and then choose a format that fits the need.

### 2. Repeat the message for maximum impact.

Once is never enough, so send reminders and consider alternate ways to share the same message. For example, send a company-wide email, then follow up with a flier or poster. And schedule communications over days, weeks, or even a month to ensure your message stays top of mind with employees.

### 3. Never leave employees wondering, what do I do now?

When employees know what to do next, they're more likely to actually do it. That's why every document includes action steps employees can take or points to more information they can use. Some of the open enrollment materials also include a convenient "A note from your employer" section where you can add open enrollment dates, information sessions, and other info related to your enrollment process.

### 4. Make it seasonal.

Certain messages are more impactful when they correspond to a current event or season.

### 5. Keep it fresh.

To ensure you have plenty of fresh content to share with your employees—as well as FAQs and other helpful tips to make your job a little easier—be sure to bookmark the site and visit often.

## Ready-to-use communications

We've organized employee communications into three groups: Managing Open Enrollment, Understanding Benefits, and Saving Money. Each group includes various messages you can use to educate employees or promote a specific event, such as your annual open enrollment period. Messages are available in three distinct, downloadable formats—emails, fliers, and posters—to suit any space or purpose.

- [Managing Open Enrollment](#)

Help your employees get ready for open enrollment and choose the right plan for them. These materials also highlight the value of the benefits you offer—and help make employees the most of them.

- [Understanding Benefits](#)

When your employees know more about their benefits and the healthcare system, they can make better healthcare decisions for themselves and their family. Share resources on finding a provider, understanding common healthcare terms, and much more.

- [Saving Money](#)

Help your employees stay healthy by letting them know about exclusive BCBSRI member discounts on wellness services. You'll also help them make informed decisions about healthcare costs—saving money for them and for you.

## Download and go

Here are some quick tips for using the toolkit content. To learn more, visit the FAQ section located at the bottom of the home page.

- [How to download a poster or flier](#)

Click on the flier/poster link for the resource you want and save it to your computer. Then you can print as many copies as you need. Fliers are designed to be 8.5"x11" while posters are designed to be 11"x17".

- [How to create an email](#)

You have two options. You can click on the email link to use an Outlook template designed to grab attention and be easy to read. This will automatically populate an email you can send to whoever needs it. The Outlook email templates can usually be sent to many other email platforms, including Gmail® and Yahoo!®.

Please note that the Outlook files do not open in the Mac/Apple version of Outlook. If the Outlook file does not work on your computer or device, you can download and save the text-only version of the email. Then copy the text and paste it into a new email.

- [How to customize open enrollment materials](#)

You can add information relevant to your company to the customizable open enrollment communications found in the Managing Open Enrollment section. After you download the file, open it and look for the "A note from your employer" section at the bottom. You should be able to type in information such as open enrollment dates and locations. Or, for posters and fliers, you can print it and hand-write the information. And if you decide not to customize it, simply delete the "A note from your employer" text.

## How to develop an annual communications plan

To help you deliver messages for maximum impact, here's a suggested timeline for using the toolkit's content.

Month	Focus	Relevant Content Area	Content Examples
<b>Month 1</b> One month prior to open enrollment	Prepare employees for open enrollment	Managing Open Enrollment	Get ready to sign up for benefits
	Help your employees understand the value of their health plan	Managing Open Enrollment	How your health plan can help you be well
<b>Month 2</b> Open enrollment month	Remind employees to sign up for health plan benefits	Managing Open Enrollment	It's time for open enrollment
	Educate employees about health plan options and benefits	Managing Open Enrollment	How to choose a health plan
	Remind employees who haven't yet signed up for a plan	Managing Open Enrollment	Open enrollment ends soon
<b>Month 3-12</b>	Help employees understand their benefits	Understanding Benefits	How to speak "healthcare"
	Teach employees how to save money on healthcare/ get the maximum value from their benefits	Saving Money	The importance of a primary care provider Your Blue Store: Get answers and much more Save money by saving the ER for emergencies 7 ways to save with your BCBSRI health plan My Cost Calculator: It pays to shop around

**Please Note:**

Blue Cross & Blue Shield of Rhode Island (BCBSRI) is providing these templates as a courtesy to our valued employers, as a way to better communicate with your employees about important information regarding their health plan. The communications provided here are not ERISA-required employee communications. Additionally, in providing a space for employer information, BCBSRI is not authorizing any changes to text, pictures, or any other formatting, unless specifically identified in the documents, and then only for employer information. Employers will be solely responsible for all consequences due to any unauthorized changes made to the provided templates.

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