

Keeping up with monthly benefits trends—whether that be in the wellness, human resources, compliance or employee communications sector—can be a difficult task. Creating timely, well-researched and well-written communications on these trends can be even more time-consuming and complex.

That's where our newsletters, campaigns and groupings come into play. These content offerings are the easy button for Beckworth Beneficial as we are intent to service, support and communicate with our clients all year long. With these offerings, we aid our clients or do ourselves if they wish, in the the set up of drip marketing campaigns for HR Departments and their employees.

We provide valuable content on an automated schedule for either—or all—of these content offerings. They come in the form of newsletters, campaigns and groupings, organized by topic segment:

- Legal and Compliance
- Benefits Education
- Human Resources
- Wellness
- Employee Communications

### Newsletters, Campaigns and Groupings: What's the Difference?

A **newsletter campaign** is a collection of documents that are written and released monthly, bimonthly or quarterly with a preset distribution schedule. Newsletters are written so that they feature the most timely information possible.

A **campaign** is a collection of preexisting documents with a preset distribution schedule—though you can adjust it.

A **grouping** is a selection of documents with no dates, so you can choose your own schedule.

# EMPLOYER EDUCATION SERVICES OVERVIEW



## **ARE YOU UP TO DATE ON RELEVANT NEWS AND LEGISLATION?**

- We make it easy for you by distributing monthly and quarterly benefits newsletters that explain changes in legislation and how those changes affect your organization.

## **DO YOU HAVE SMALL OR UNDERSTAFFED HR DEPARTMENTS?**

- We have benchmarking and benefits administration information that can provide much-needed HR support and assistance.

## **HOW OFTEN DO YOU HEAR FROM YOUR CURRENT BROKER?**

- Open enrollment won't be the only time you hear from us. We'll email you regularly to keep in touch and let you know we're here to help.

(559) 389-5837

[beckworthbeneficial.com](http://beckworthbeneficial.com)

8050 N. Palm Ave., Suite 300, Fresno, CA 93711



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## COMPLIANCE

Remain compliant with our easy-to-read, attorney-reviewed resources. We can provide timely Compliance Bulletins and comprehensive Compliance Overviews to help you understand and comply with ever-changing employee benefits rules and regulations.

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## BENEFITS EDUCATION

Understanding the vast array of employee benefits terminology, legislation and plan options can be complex and time-consuming. Choose from hundreds of educational resources that are designed to make these concepts easy to understand.

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## HR EDUCATION AND ADMINISTRATION

Take a look at various HR-related articles, forms, employee handbooks, employee communications, toolkits and benefits statements to help you acknowledge and address the needs of your workforce to remain an employer of choice.

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## PLAN DESIGN, ADMINISTRATION AND BENCHMARKING

Review annual benefits benchmarking surveys to see how your organization's offerings stack up against regional and national competitors. Choose from hundreds of regularly reviewed Plan Design and Plan Sponsor articles to learn more about certain plan designs.

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## NEWSLETTERS

Keep in touch with the latest industry trends with our monthly and quarterly newsletters. The newsletters cover a variety of benefits and HR topics.



# EMPLOYEE EDUCATION SERVICES OVERVIEW



## **ARE YOU EFFECTIVELY COMMUNICATING WITH YOUR EMPLOYEES?**

- Most workers leave their jobs because of miscommunication about expectations, broken promises or excessive workloads. Check out our articles to learn more about how to improve your communication strategies.

## **DO YOUR EMPLOYEES KNOW ABOUT AND UNDERSTAND YOUR BENEFITS PACKAGE?**

- Unless your employees are aware of and understand your benefits offerings, they won't be nearly as effective. Tackle your mounting employee communication concerns with customizable benefits announcements, employee newsletters and presentations.

## **ARE YOUR EMPLOYEES WISE HEALTH CARE CONSUMERS?**

- Empower your employees to take charge of their health care. We have the resources to educate your employees on health care consumerism—and save you money.

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## EMPLOYER RESOURCES

Learn more about effective employee communications strategies with a variety of easy-to-read articles and guides. Some of these resources also include implementation guidelines and best practices.

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## KNOW YOUR BENEFITS SERIES

Your employees need health care communications that are easy to understand. The Know Your Benefits series provides updates and information on health care changes in simple language.

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## WELLNESS RESOURCES

According to a recent study by MetLife, two-thirds of U.S. employees want employer-sponsored wellness programs and materials. Access a variety of employee-facing flyers, newsletters, posters, emails and guides designed to help employees live a healthier life.

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## BENEFITS SNAPSHOTS AND STATEMENTS

Use the customizable total compensation statements and benefits snapshots to show your employees the true value of the benefits you provide.

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## ENROLLMENT TOOLS

Provide your employees with all the tools they need to succeed during open enrollment season, including benefits elections forms, flyers, presentations and emails.

