

# INTEGRATING BENEFITS CONSULTING WITH EFFECTIVE COMMUNICATIONS



## WHO

Trion's award-winning Communications Practice is made up of experienced professionals with diverse backgrounds in all aspects of communications. From journalism, the creative arts, advertising, and public relations to corporate, internal, and benefits communications, Trion's specialists bring a fresh perspective to educating and engaging employees.

## WHAT

We are a one-stop shop for strategic benefits communications. We help employees understand their employer-sponsored benefits, so they make the best and most cost-effective decisions. From developing communications strategy, to executing one-off or multi-year campaigns, Trion does it all.

## WHEN

Trion works in true partnership with your organization whenever you need support. Whether it's a targeted event or a fully integrated ongoing campaign, we deliver. Our comprehensive planning process and project management approach are designed with your needs and objectives in mind.

## WHERE

We meet your employees where they are with key messages designed to support their understanding, awareness, and participation in employee benefits and wellness programs. Our communications specialists develop creative solutions using media that allow you to reach employees in a variety of environments (e.g., corporate office, retail store, manufacturing plant, etc.).

## WHY

The reality is, only about 30% of employees know where and when they can make changes to their benefits. A well-designed and well-executed communications strategy is critical to getting the engagement necessary to help you achieve your business objectives.

**Research shows that effective communication of benefits to employees can reduce the cost of benefits by up to 20 percent each year.**

*McKinsey & Company, 2013*

For employees, that's making the right choices for themselves and their families. For employers, it's improved employee loyalty, productivity, and savings.

## HOW

**Research indicates that companies spend 20-30% of their budget on benefits.**

*HRM America, 2014*

You decide. We offer you the flexibility to select the approach that fits your situation and budget.

- Semi-custom campaigns—Our award-winning toolkits offer you a most resource-effective way to communicate with employees around enrollment, wellness, health care reform, consumerism, and private exchanges. They are predesigned, prewritten, and ready to be tailored to your benefits plans, branding, and programs.
- Customized solutions—We can create targeted communications plans and campaigns that are uniquely tailored to your organization.

Let Trion help you develop the perfect communications strategy for your employees.

Call 1-877-652-6712 today or email us at [trionsales@trion-mma.com](mailto:trionsales@trion-mma.com).

# 93% OF EMPLOYEES AGREE THAT LIVE COMMUNICATIONS ABOUT THEIR WELLNESS PROGRAMS ARE HELPFUL.

HRM AMERICA, 2014

## SERVICES INCLUDE:

- Strategic communications planning
  - Print
  - Electronic
  - Interactive
  - Face-to-face
  - Social and mobile media
- Education and Promotion
  - Annual open enrollment
  - Health care reform
  - Wellness
  - Health care consumerism
  - General benefits
  - Change
- Campaign design and execution
  - Program branding
  - Content development/writing
  - Design and layout
  - Project and production management
  - Measurement
- Employee listening
  - Focus groups
  - Opinion polls
  - Executive Interviews

To learn more about our practice and view our portfolio on the web at [www.TrionCommunications.com](http://www.TrionCommunications.com)



Wellness



Open Enrollment



Health Care Reform