

You Oughta Know: Modernizing Benefits Communications with Made For You

Our current benefits approach features all of the familiar elements: benefit guides featuring traditional coverage, plain text emails, etc. But we're not satisfied with "familiar"—we're always looking for ways to innovate our work and stay ahead of the herd.

Made For You is our new approach to benefits communications. We're meeting the clients where they are and featuring their unique benefits! We're enhancing our offerings with a multi-digital approach:

- **Custom: Recruiting virtual pages** will showcase traditional and non-traditional benefits
- **Custom:** Companies can spotlight their benefits through **on-demand, recorded OE presentations**
- **Core: Scrolling ads on Benefit Spot** to highlight a company's benefits and perks, **plus more, coming soon!**

Virtual Pages

Virtual pages are the easiest way for employees to find everything they need. A virtual recruiting page can highlight your client's benefits for potential employees, separate from the multi-digital platform that is optimized for existing employees. We can also create QR codes for virtual pages to feature on printed communications.

Virtual pages will feature:

- Six to eight tiles
- Three scrolling ads for traditional and non-traditional benefits/company perks
- Stream webinars/company videos
- One-click translation
- One-click outreach to HR/Contact
- Important document storage
- Utilization analytics tracked

