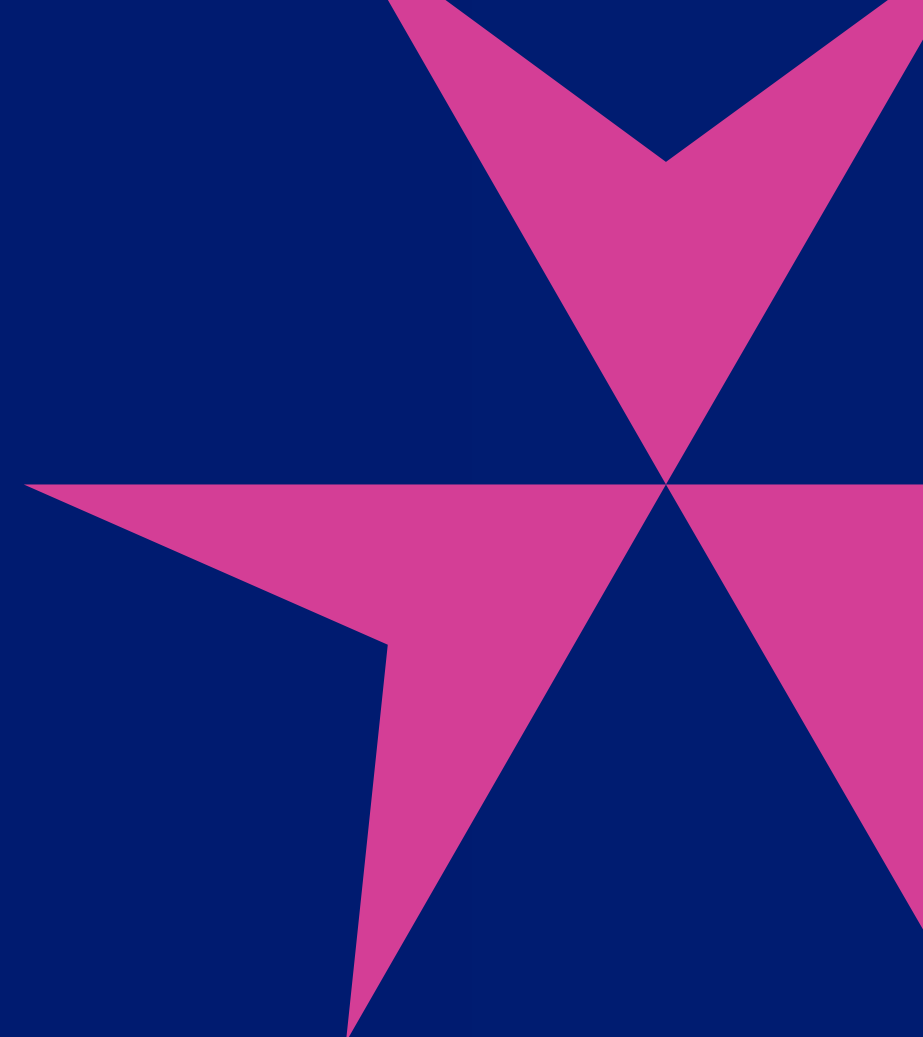


How AI is Changing Employee Benefits Communication

March 2025





Jennifer Benz

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Cassandra Roth

Senior Consultant, Segal Benz

Today's agenda

About Segal Benz

Current & future state of AI

10 keys to successful benefits communications

- Foundation
- Marketing
- Resources

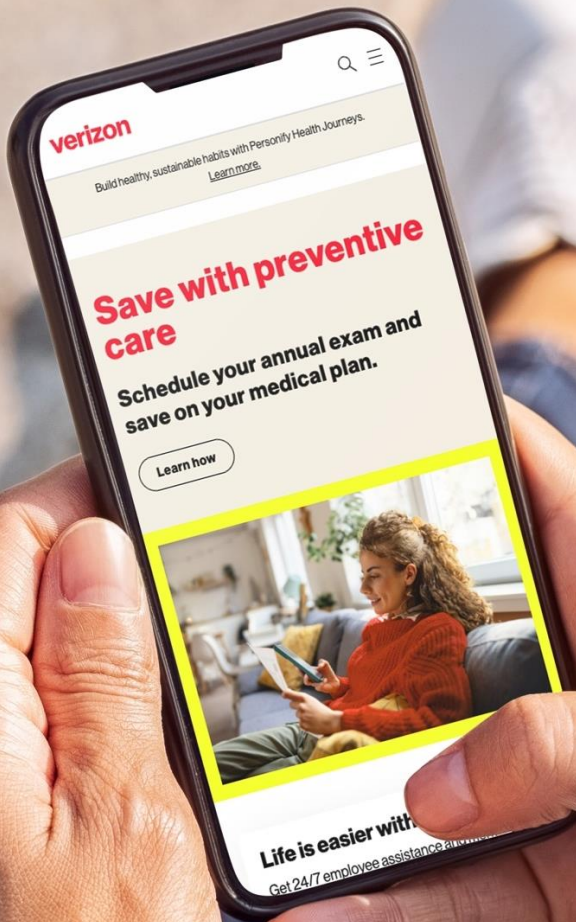
Q&A

| About Segal Benz

We help great organizations
inspire people to improve
their health, their finances,
and their futures.

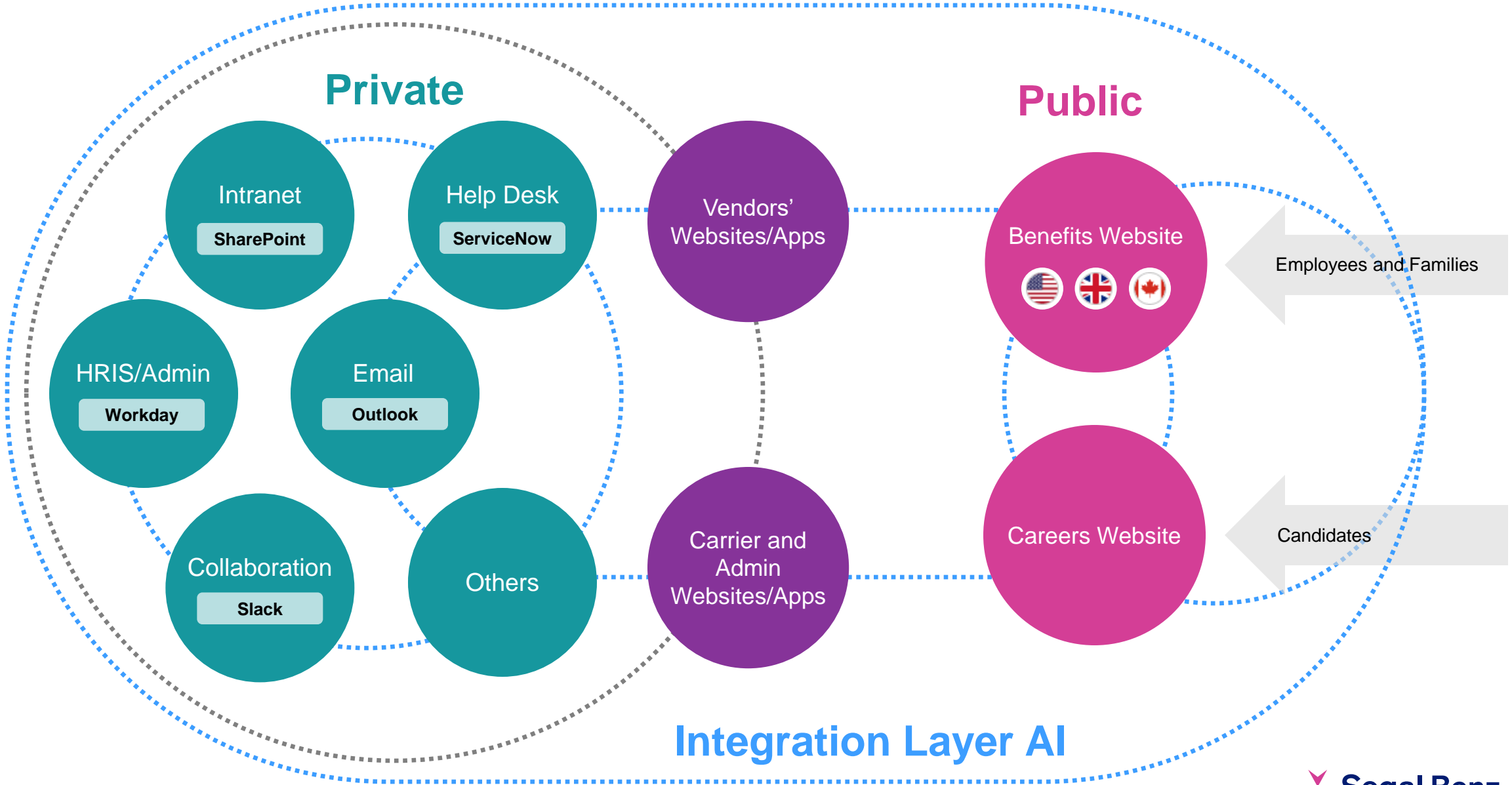
We believe in fusing art
and science...

...and making the HR
experience a consumer
experience.



Vision of AI

Common benefits communication ecosystem



AI can...

Address perennial complaints now

I can't find the answer to my benefits question

I don't know what benefits are available

Tell me how to do _____

Grow to do more

Tell me what else I should know about _____

Make it easier for me to do _____

Do _____ for me

| AI is going to enhance the
best practices

10 keys to successful communications

Foundation

Strategy | Brand | Website

Marketing

Feedback | Simplicity | Year-round
Targeted | Participant experience

Resources

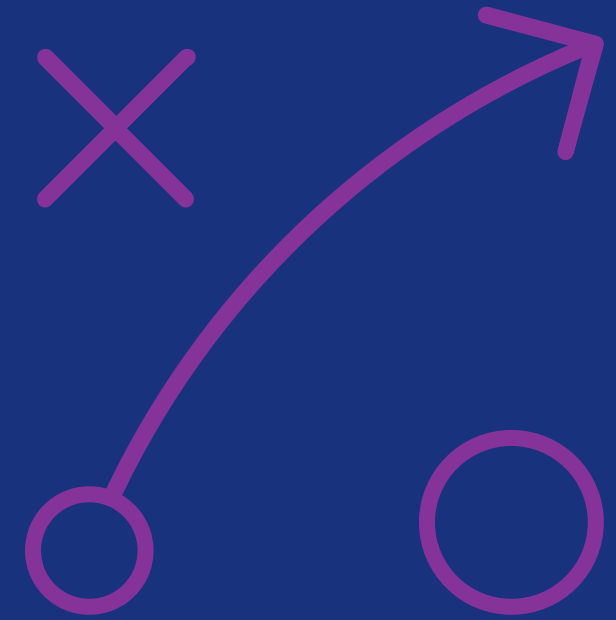
Budget | Partners

Foundation

Strategy | Brand | Website

Key 1

Strategy



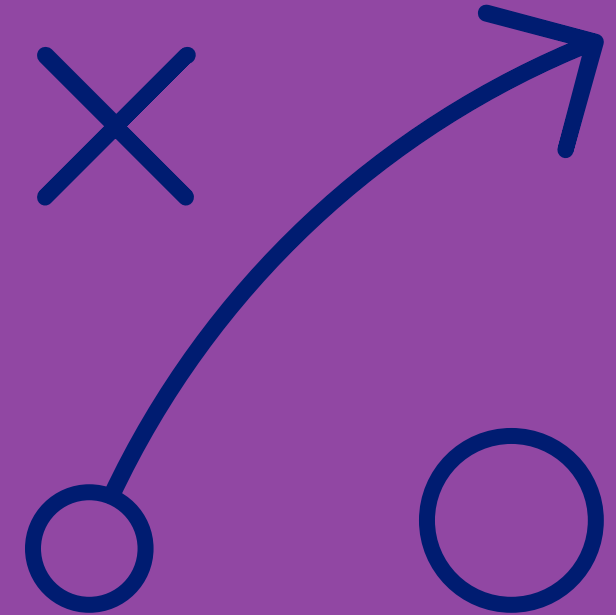
Strategy is a cyclical process



Key 1

Strategy

+AI



Key 2

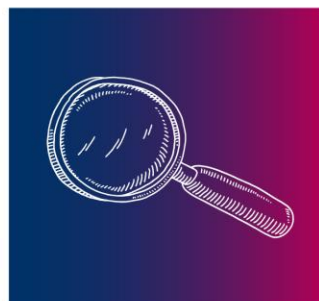
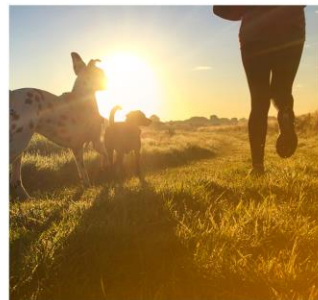
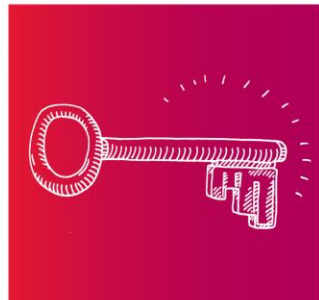
Brand



Your Benefits

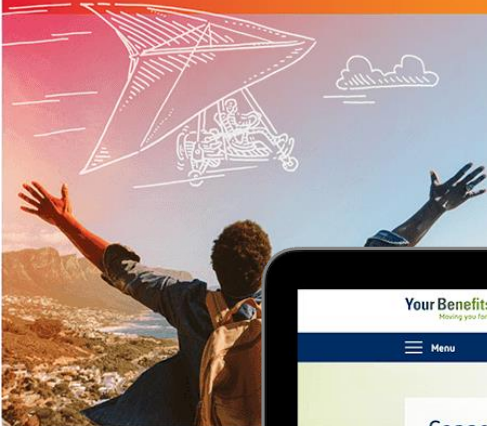
Moving you forward

Tempellect et volescipsae
dolorib eatecum
Et voluptu sapit, am, quis volor sapidel
igeniendis eatur abore.



2022 Benefits Highlights Brochure
Find Your Forward

2022 Annual Enrollment starts **Monday, October 18,** and ends **Friday, November 5, 2021**



Welcome to 2022 Annual Enrollment!

A lot has changed in the world and likely in your daily life. While many of the uncertainties of the last two years may continue, you now have the opportunity to step back and review, and begin to move forward.

During this Annual Enrollment, take some time to consider where you are—mentally, physically, emotionally—and how that affects your benefits.

With minimal change to your benefits in 2022, you can focus your energy on making sure your coverage still fits you and your family's needs. As you review your 2022 coverage elections, be sure to consider any life events and family situations that might affect your benefits decisions.

Visit your-ebenefits.com/prh today for the benefits information you need to get started, including coverage details, costs, enrollment information, and decision-making resources.

2022 Annual Enrollment

Annual Enrollment is your once-a-year opportunity to review and change your benefits elections for the coming year. Any changes you make are effective January 1, 2022, and remain in effect for the entire year, unless you have a qualified life event.

If you do not actively enroll or make changes to your coverage during Annual Enrollment, **your 2021 benefits elections will roll over to 2022 at the same coverage level**, with one exception. If you contribute to a Flexible Spending Account (FSA), your 2021 elections will NOT carry over to 2022. **You must re-enroll in FSAs each year.**

What's Changing for 2022

Eligibility

Benefits eligibility will expand to include dependent coverage for your domestic partner and their children. Eligible domestic partners include either:

- Partners registered with a state or local government registry, or
 - Partners that live together in an exclusive and committed relationship and are financially interdependent (as verified by approved documentation).
- Qualified domestic partners may be enrolled for medical, dental, vision, dependent life insurance, and voluntary benefits. Due to Internal Revenue Service (IRS) rules, domestic partners are not considered eligible dependents for Flexible Spending Accounts or Health Savings Accounts.

Please note that federal law governs the taxation of employee benefits, and IRS regulations generally require employees to pay the after-tax contributions toward domestic partner coverage and require any contributions made by the Company to be imputed back to you as taxable income, such as the Company portion of health insurance coverage.

MetLife Volu

In addition to rate enhancements to be through MetLife:

- Accident Insurance events, which now occur during an or will be covered. Benefits will no longer be covered as a recurring line.
- Critical Illness to help with unexpected covered conditions: cancer, cardiac arrest, or a recurring line.
- Hospital Indemnity payment for a one-day amount for confinement will increase. There will be no coverage for medical treatment in a hospital. Benefits will be on age.

For more information:

Dependent Verification

Before you enroll your dependents, make sure they are eligible. Consistent with the plan's eligibility requirements, a list of required documents, and how to submit them.

Connect to a Doctor Whenever, Wherever

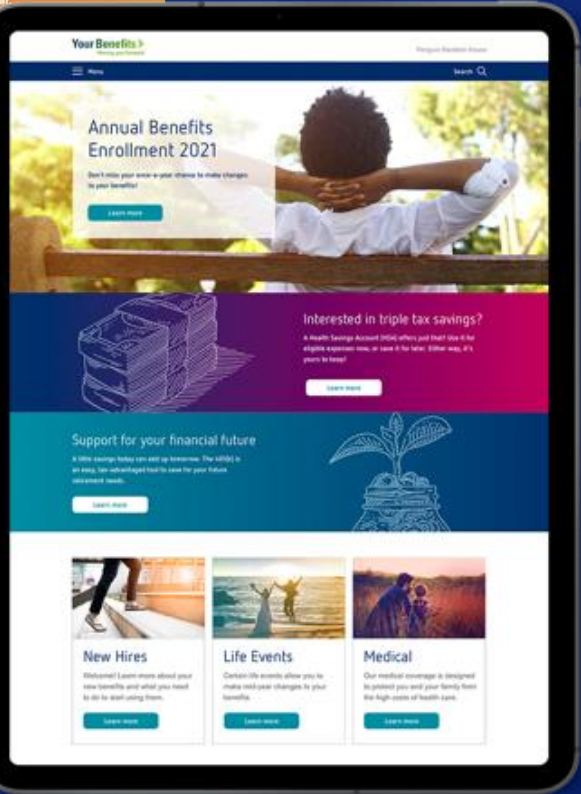
LiveHealth Online offers 24/7 access to medical and mental health providers by phone or video for non-emergency care.

[Learn More](#)

Support for Your Best Self

Your emotional health is a key component of overall well-being. The EAP offers solutions and resources, including six counseling sessions per issue, per person, to help you and your family navigate life's challenges, all at no cost to you.

MacBook



Key 2

Brand

+AI



Key 3

Website



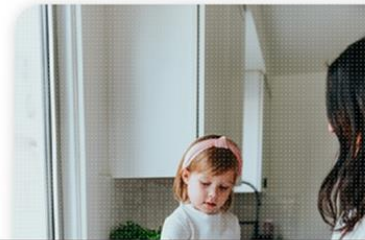


Introducing

Your New Benefits Website

This is the space we'll use to promote your most important benefit and resource topics. This promotion will change as needed.

CALL TO ACTION

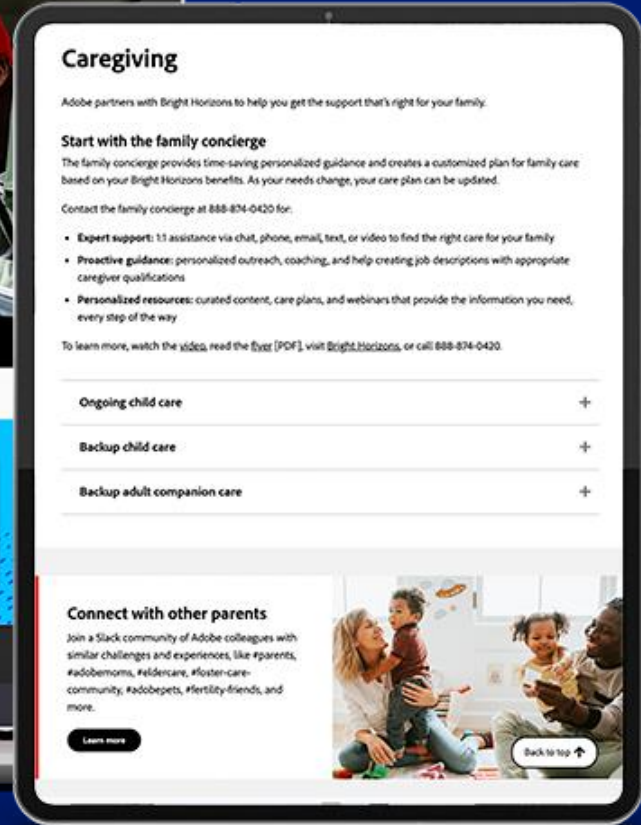
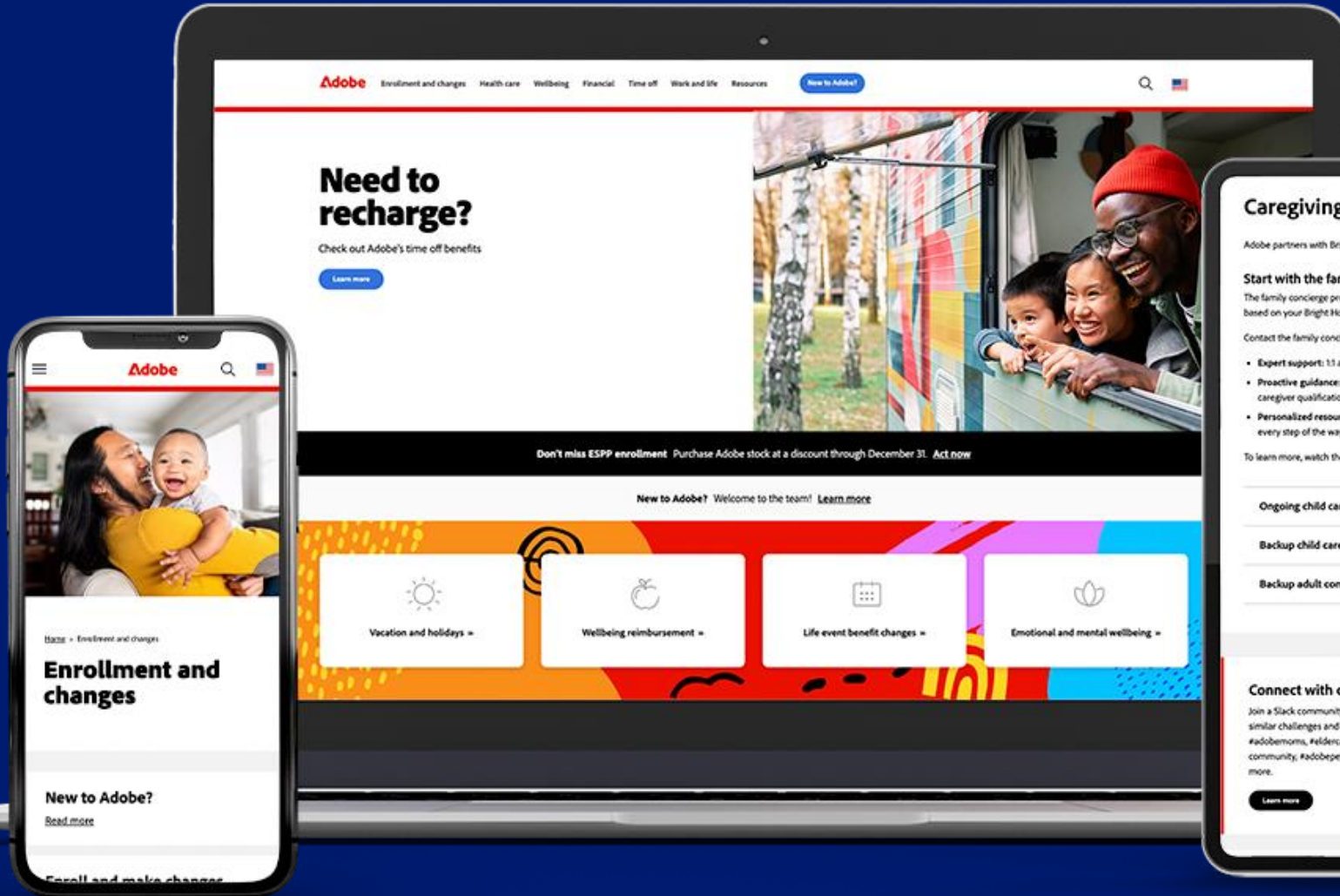


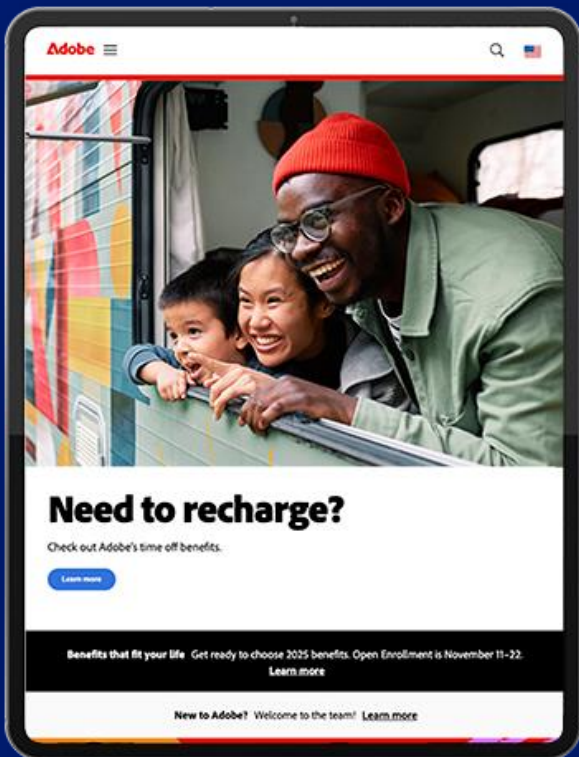
Secondary Promo with more descriptive headline

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam.

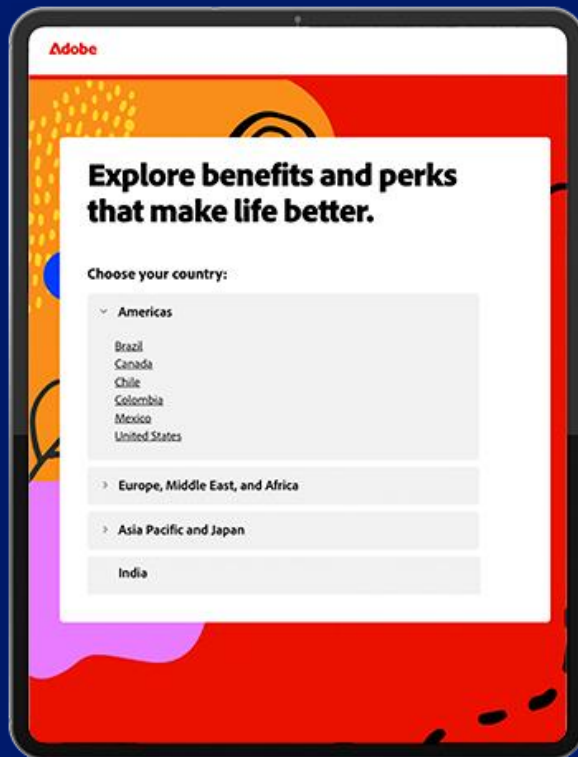


Tertiary Promo

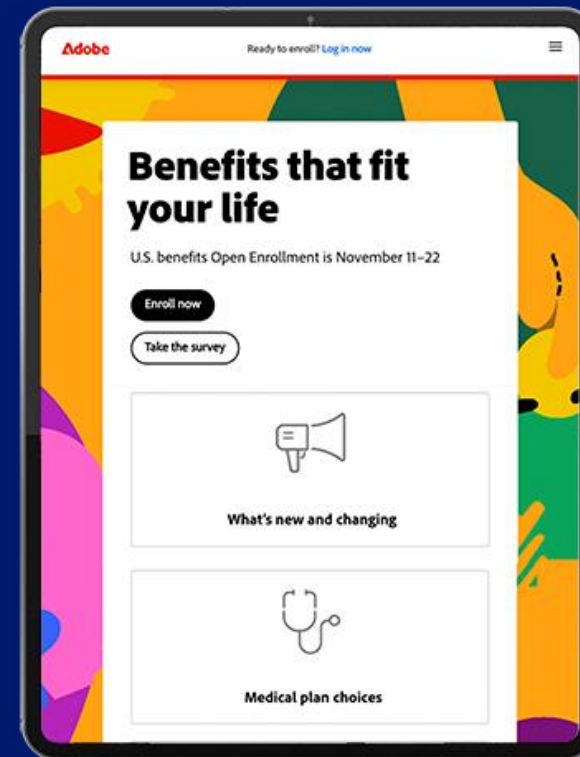




benefits.adobe.com



rewards.adobe.com



adobeoe.com

Choose your country

Americas

- Brazil
- Canada
- Mexico
- U.S.

Asia Pacific

- Australia
- China
- Japan
- Korea
- Singapore

EMEA

- France
- Germany
- Ireland
- Romania
- Spain
- Switzerland
- U.K.
- India



Coming April 2023!

If you're enrolled in a DuPont Medical Plan, the following benefit enhancements will be effective automatically, beginning April 1, 2023. No action is required to enroll in these benefits. More information will become available as we get closer to the effective date.

Family-building support through Carrot +

DU PONT | What's New | To-Do List | Benefits Blueprint | 2023 Monthly Premiums | Getting Enrolled | Contacts | Resources | **Benefits** Connections that matter

Connect to What Matters Most to You

Annual Enrollment: October 26 – November 8, 2022

Each of your DuPont benefits supports a different part of your life. And, together, the whole you. But it's up to you to decide what kind of support you'll need in 2023. Annual Enrollment is your yearly opportunity to do that.

Review your to-do list |
 See what's new |
 Enroll now

Voluntary Benefits

- MetLife Legal Plan +
- Nationwide Pet Insurance +
- Allstate Identity Protection +

[Back to top](#)

What Matters Most

- Vacation Time +
- Vacation Buying Program +
- Holidays +
- Leaves of Absence +
- Caregiver Support +
- Maternity Care** -

The months before your child's birth are exciting, but it's natural to feel intimidated. That's where Accolade's maternity program comes in. Whether this is your first child or not, Accolade's maternity nurses are ready to guide you. They'll talk you through your concerns, questions for your physician or midwife, health insurance, and more.
- Breast Milk Shipping +

Everyday, every-way support

Tending to a small task? Dealing with a life challenge? The Employee Assistance Program has your back.

[Learn more](#)



Benefits. But Splunkier.



Medical, dental, vision. You got 'em. But hey, you're a Splunker. That means you deserve next-level benefits. Programs that help you boost your wellbeing. Resources to help you make the most of your money. Tools to support you in growing and caring for your family. And time-away programs to help you strike the right work-life balance. Whatever it takes to Splunkify your life.



Eligibility & Enrolling



Your Health



Your Finances



Time Away



Family Support



Your Wellbeing



Contacts & Resources



Pwrry Perks

ELIGIBILITY & ENROLLING

- What's changing for 2022
- New to Splunk
- Eligibility
- Benefit costs
- How to enroll
- Changing your benefits

YOUR HEALTH

- Medical
- Prescription drugs
- Expert second opinion
- Dental
- Vision
- Voluntary supplemental insurance

YOUR FINANCES


- 401(k) plan
- Employee Stock Purchase Plan
- Health Savings Account
- Health Care Flexible Spending Account
- Dependent Care Flexible Spending Account
- Life and AD&D insurance

TIME AWAY

- Holidays
- Time off
- Leaves of absence

splunk>

Spark Ignite Your Wellbeing



Say hello to Spark!

As a Splunker, you invest your energy and innovation into everything we do to bring data to everything. You are at the core of what makes Splunk, well, Splunky! In return, we're here to support you in leading a healthy, happy, energized and purposeful life. Spark, our wellbeing program, is about giving you the tools you need to ignite your passion and fuel your purpose. Whether you're in the market for a

splunk> Find an Event

Spark Ignite Your Wellbeing

Say Hello to Spark | Wellbeing Pillars | Pwny Perks | Energy for Purpose | Healthy Mind | Resilience | Energizing Work Solutions | Community

Say hello to Spark!

As a Splunker, you invest your energy and innovation into everything we do to bring data to everything. You are at the core of what makes Splunk, well, Splunky! In return, we're here to support you in leading a healthy, happy, energized and purposeful life. Spark, our wellbeing program, is about giving you the tools you need to ignite your passion and fuel your purpose. Whether you're in the market for a fitness refresh, a nutritional nudge or some mindfulness motivation, Spark resources offer that extra boost to turn every "shoulda" into a sure thing.



2022 Mental Wellbeing & EAP/Work-Life Service Enhancements

Pwny Perks

What stands between you and your wellbeing? More workouts per week? Some meditation classes? A weekend getaway? Whatever your answer, the Pwny Perks program can help make your wellbeing journey a little smoother. If you are a regular full time or part time employee, you can get reimbursed for all kinds of wellbeing-related expenses. Seriously. If it makes you breathe easier, you can probably get reimbursed for doing it.

Eligible expenses

Maximum benefit per quarter*

Select country

Looking for info on Australia? View the [Program Overview](#).

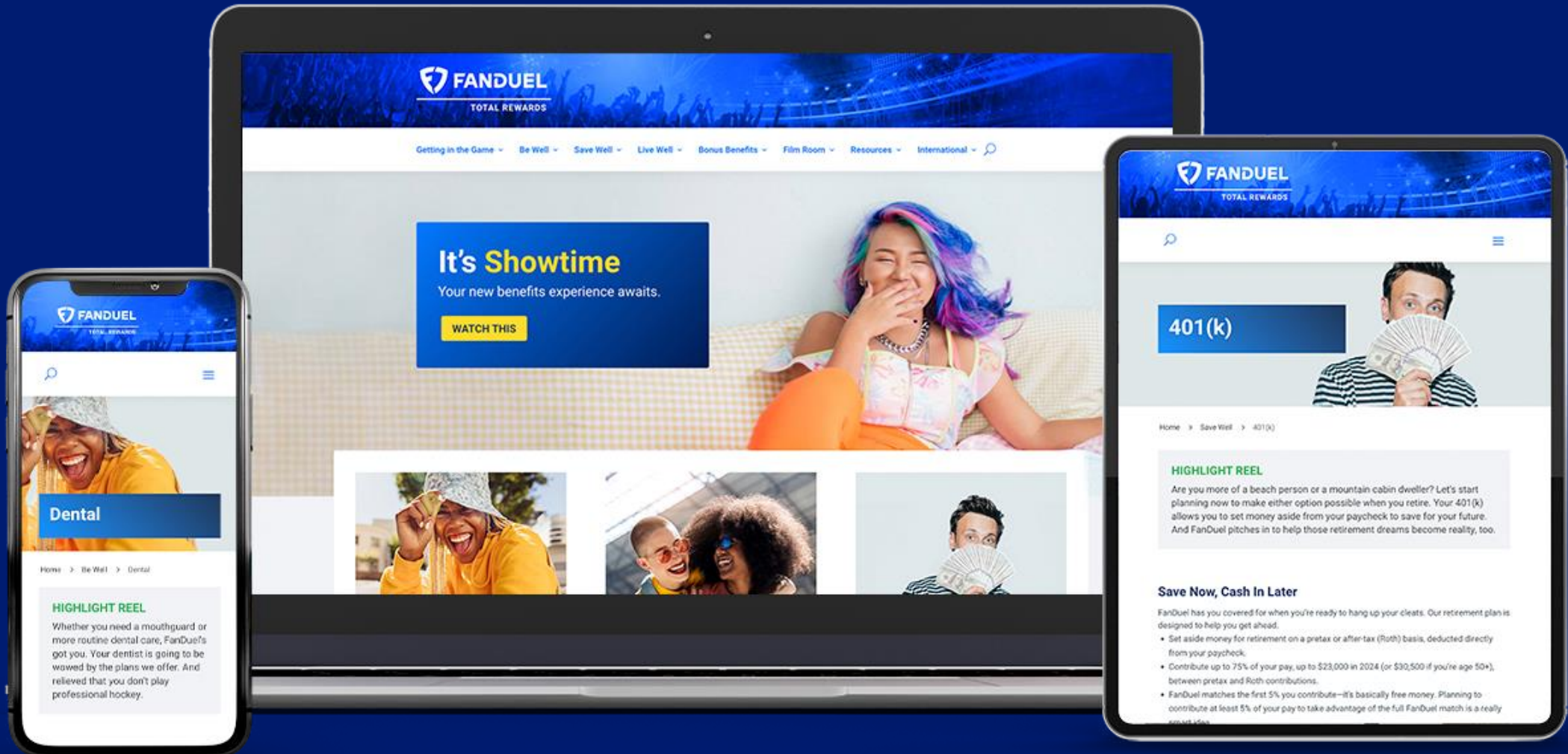
* The quarterly benefit amounts will be paid in local currency based on the applicable currency exchange rates. Local benefit amounts may increase or decrease annually based on applicable currency exchange rates.

More about Pwny Perks

- For more information, view the [FAQ](#) or your country-specific [Pwny Perks program overview](#) on the Pwny Portal.
- Ready to submit an expense? Visit [Forms](#) (previously called [Twic](#)) via [Okta](#)

Looking for more info on your benefits? [Go to Pwny Portal](#)

View the [Benefits Guides](#) on the Pwny Portal.



It's Showtime

Your new benefits experience awaits.

WATCH THIS

401(k)

Home > Save Well > 401(k)

HIGHLIGHT REEL

Are you more of a beach person or a mountain cabin dweller? Let's start planning now to make either option possible when you retire. Your 401(k) allows you to set money aside from your paycheck to save for your future. And FanDuel pitches in to help those retirement dreams become reality, too.

Save Now, Cash In Later

FanDuel has you covered for when you're ready to hang up your cleats. Our retirement plan is designed to help you get ahead.

- Set aside money for retirement on a pretax or after-tax (Roth) basis, deducted directly from your paycheck.
- Contribute up to 75% of your pay, up to \$23,000 in 2024 (or \$30,500 if you're age 50+), between pretax and Roth contributions.
- FanDuel matches the first 5% you contribute—it's basically free money. Planning to contribute at least 5% of your pay to take advantage of the full FanDuel match is a really smart idea.

Dental

Home > Be Well > Dental

HIGHLIGHT REEL

Whether you need a mouthguard or more routine dental care, FanDuel's got you. Your dentist is going to be wowed by the plans we offer. And relieved that you don't play professional hockey.

Key 3

Websites

+AI



Marketing

Feedback | Simplicity | Year-round
Targeted | Participant experience

Key 4

Feedback



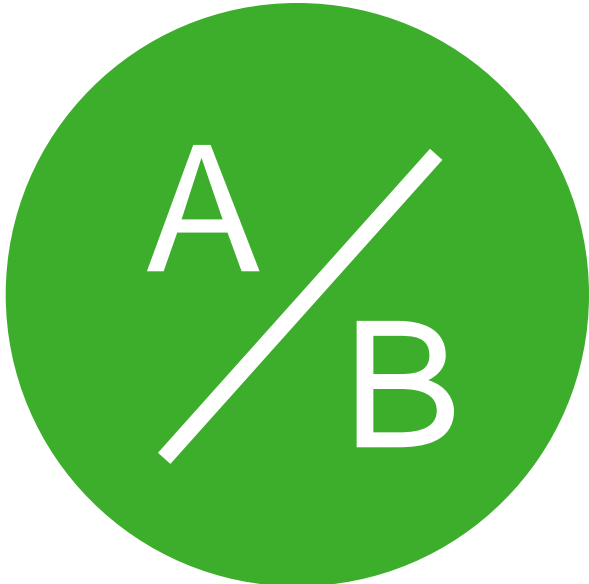
Learn what's important to employees



Focus groups



Surveys



User testing

Key 4

Feedback

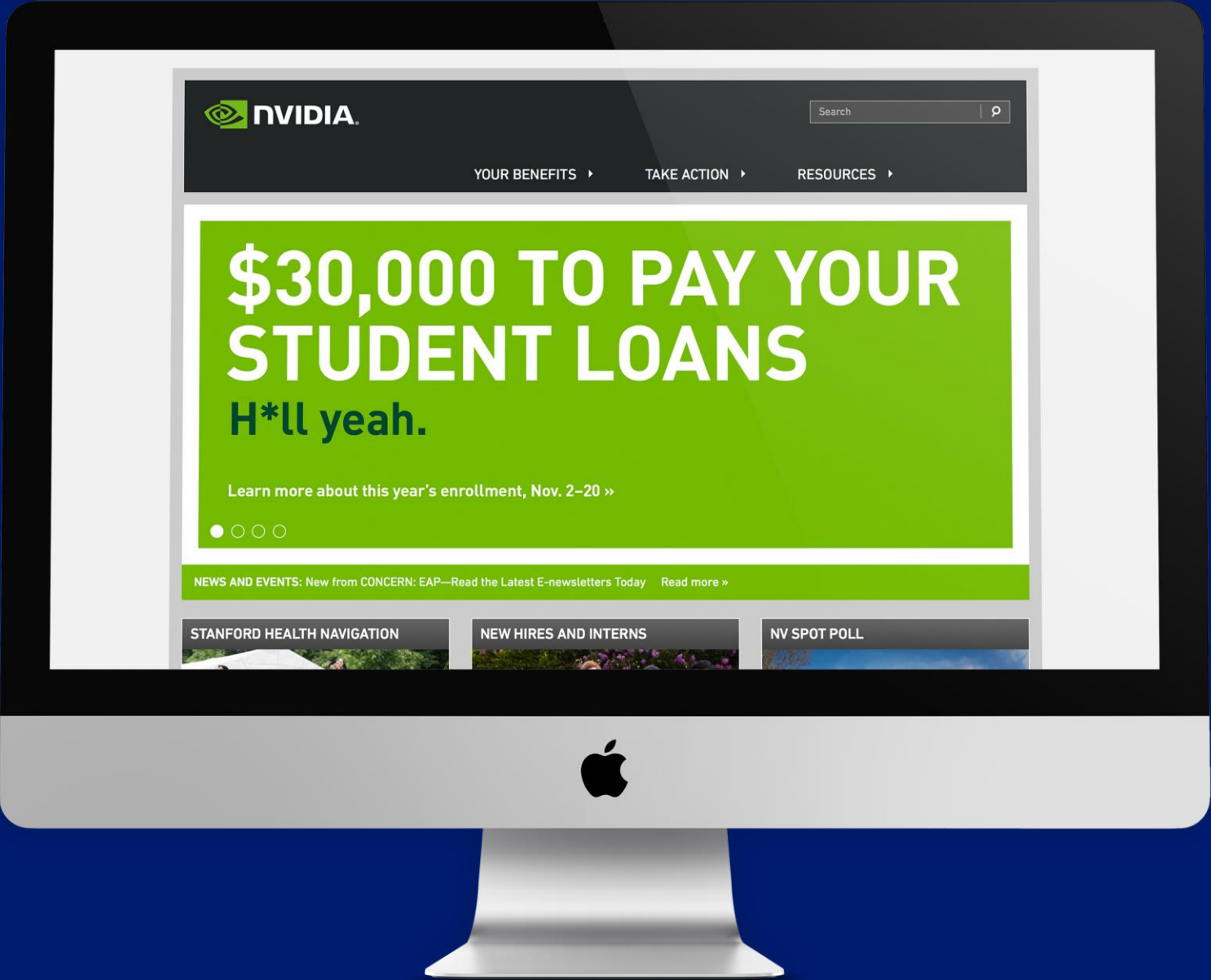
+AI



Key 5

Simplicity





Search

[YOUR BENEFITS](#) [TAKE ACTION](#) [RESOURCES](#)

\$30,000 TO PAY YOUR STUDENT LOANS

H*ll yeah.

[Learn more about this year's enrollment, Nov. 2-20](#) »



[NEWS AND EVENTS: New from CONCERN: EAP—Read the Latest E-newsletters Today](#) [Read more](#) »

[STANFORD HEALTH NAVIGATION](#)

[NEW HIRES AND INTERNS](#)

[NV SPOT POLL](#)

WE'VE GOT YOUR BACK

New identity theft protection.

That's amazing.
nvidiabenefits.com
2016 Open Enrollment
Nov. 2-20



14100151

MORE MONEY. MORE CHOICE.

Sweet.

That's amazing.
nvidiabenefits.com
2016 Open Enrollment
Nov. 2-20



14100152

\$1,200 FOR YOUR COMMUTE

Seriously? Seriously.

That's amazing.
nvidiabenefits.com
Enroll Nov. 2-20



14100153

Key 5

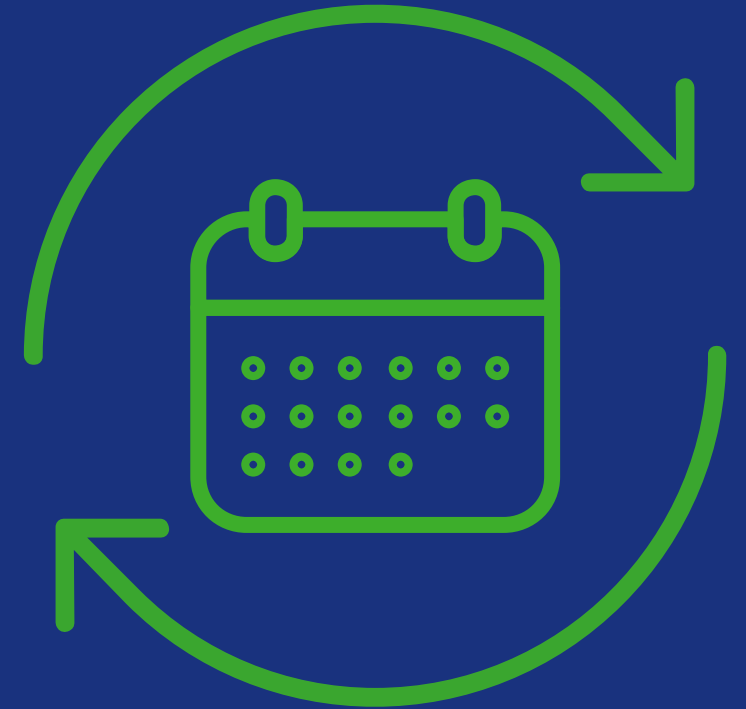
Simplicity

+AI



Key 6

Multi-channel, year-round



Channels to engage a diverse audience

Traditional

- Guides
- Newsletters
- Postcards
- Employee meetings
- Health fairs
- Posters
- Tip sheets
- Managers

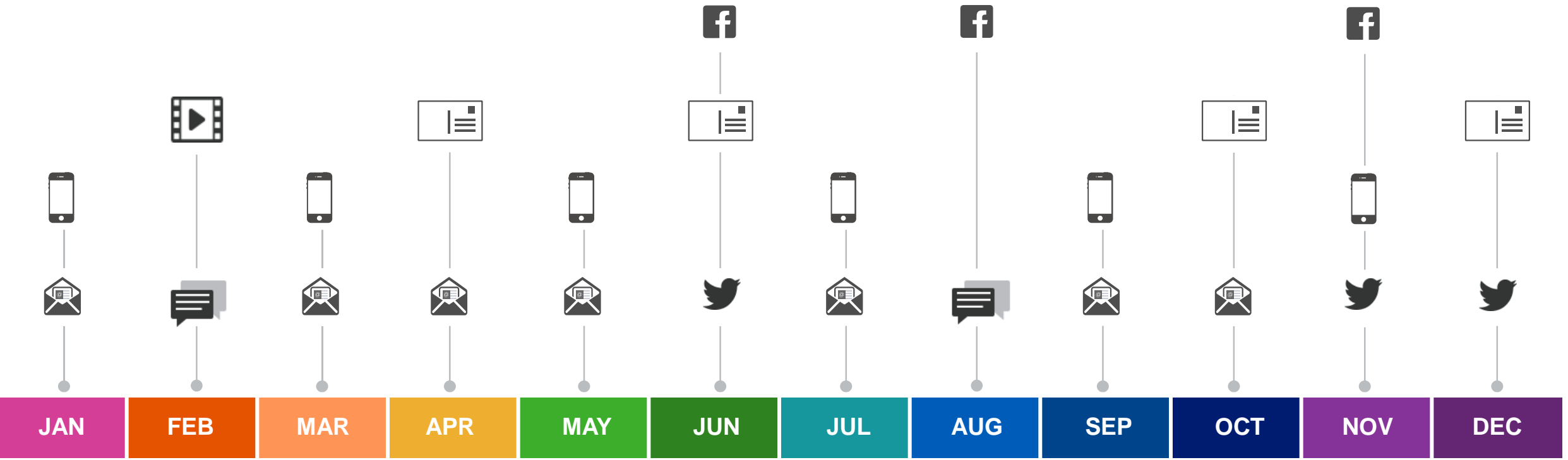
Online and interactive

- Intranet
- Benefits websites
- Email
- Social
- Video
- Webinars
- Decision-support tools

Unexpected

- Infographics
- eCards
- Text messaging
- Podcasts
- Large format installations
- Peer champions
- Anything you can dream up!

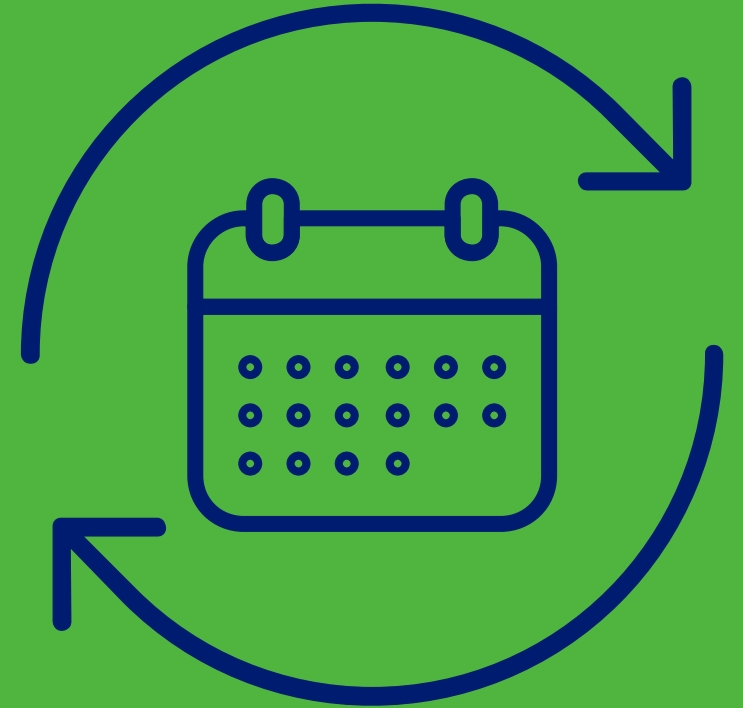
Bite-sized information year-round



Key 6

Multi-channel, year-round

+AI



Key 7

Targeted



Will I have enough money to get to where I want to be?

Lenovo

Get a firmer grasp on your finances for today and tomorrow.

"Retirement? That's the last thing on my mind right now."

We hear you. Even though financial stability is important, and saving for retirement is **really** important, it may not be what matters most to you right now (only you know that). Either way, here's a news flash: You can enjoy life today and save for tomorrow at the same time.

Does it happen automatically? Nope. That's why Lenovo has a bunch of great programs and resources to help you get to where you want to be financially... wherever that is and whenever you want to get there.

Let Lenovo help you balance your short- and long-term goals.

Managed effectively, money can help make life better for us and our loved ones, and it can help us achieve goals, pursue passions, be ready for the future, and make a positive difference in the world. All the good stuff.

But money can also control our lives. If we focus entirely on stashing away cash for a distant tomorrow, it's hard for us to enjoy life now.

Despite what you may think, it's possible (and healthy, actually) to have your cake and eat it too. Lenovo provides a variety of benefits, programs, and tools to help make you a smarter manager of your money.

Your Lenovo resources can help you:

- Set realistic and achievable financial goals aligned with your values and priorities.
- Create a budget that works for you and your lifestyle.
- Spend wisely today (without the guilt).
- Save for both short- and long-term needs and goals.

What else matters to you?

Saving as much as possible for retirement — however far away your retirement is — is critical. But life also happens in the present and near future. Here are some questions you might have and resources Lenovo offers to help you achieve them.

"I need to get a clue about what I'm doing. Am I on track? Where do I even begin?"

Start with one thing and take it step by step:
 → Take Fidelity's **Financial Wellness Assessment** to see how you're doing and get personalized recommendations.
 → Schedule a one-on-one virtual appointment with a Fidelity **financial professional**.
 → Get free help with financial concerns (and accompanying stress) through the confidential **Employee Assistance Program (EAP)**.

TIP Everybody starts somewhere. Rest, take a breath. You've got this.

"How can I save on everyday purchases and services?"

Lenovo offers:
 → **Discounts on tax services** through H&R Block and TurboTax.
 → **Discounts and exclusive deals** on thousands of well-known brand products and services through Lenovo EXTRAS.
 → **Discounts on home, auto, and pet insurance** through Farmers and MetLife.

"I want to pay off my student loans."

Pay down your student debt faster with help from Lenovo:
 → Get up to \$10,000 from Lenovo's **Student Debt Repayment Program**.

"I'm more worried about paying for short-term expenses than saving for retirement. How can I save for unexpected events and expenses?"

Consider opening an emergency savings fund. A safety net can protect against unexpected financial setbacks, from car repairs to medical expenses.
 → Open a **Fidelity Cash Management Account**.
 → Talk to a **certified financial planner** through FinancialConnect for help with budgeting.

TIP Shoot for 3-6 months' worth of living expenses in an easily accessible account.

Doing stuff vs. buying stuff

Whether it's traveling, learning a new skill, or trying something adventurous, experiences are priceless. Doing stuff enriches life, broadens horizons, and creates lasting memories. Buying stuff offers temporary satisfaction — and likely buyer's remorse once the object's lost value or become obsolete.

"I want to focus on paying down debt. How can I get started?"

If you're repaying a loan, consider paying down high-interest debt (like credit cards), so you can eventually direct that money to other savings or retirement accounts.
 → Enroll in the **Fidelity Credit Counseling & Debt Management program**.

TIP Pay off the debt with the highest interest rate or the lowest balance first.

"I'd like to help put my kids through college."

→ Save on taxes and grow your savings more quickly with a **\$20 college-savings plan** through Fidelity.
 → Talk to a **certified financial planner** through FinancialConnect for help with budgeting.

TIP Your saving and investment strategy will vary depending on your kids' age.

*You can also use a 529 plan for education expenses for yourself and/or your spouse/dependent.

Money on your mind too much?

When money's on your mind all the time, your mental well-being can suffer. Anxiety over money issues can affect your mood, health, and relationships. The confidential **Employee Assistance Program (EAP)** can help you work through your financial concerns and deal with the stress they can bring.

"I'm saving for a home down payment, new car, wedding, travel, a cause that's important to me, etc. How can I make that a priority?"

Use Fidelity's **Goal Booster** to find the right savings and investment options for shorter-term goals.

TIP When interest rates are high, aim to save more for the home down payment.

"I'm planning to start or grow my family."

Prepare in advance for large, potential medical costs and other expenses.

→ Get reimbursed up to \$5,000 in eligible expenses through Lenovo's adoption assistance or surrogacy assistance programs.
 → Get free advocacy and referral assistance and fertility programs through WWH.

TIP Kids always cost more than you think they will.

To get started using these resources, visit lenovobenefits.com/retirement.

Will I have enough money in retirement?

Lenovo

Know what you need to do to be financially ready, with support from Lenovo benefits.

"I don't want to be worried about something I'm really looking forward to."

We get it. No matter when you plan to retire — or how you plan to spend your time after you do — one thing is certain: Retirement costs money, and you need it to last for (hopefully) quite a long time. Your retirement savings — like what you've stashed away through the Lenovo Savings Plan 401(k) — are likely a big part of your overall plan for income in retirement.

The closer you get to retirement, the more you may wonder if your savings will be enough, or if there's anything else you should be doing to prepare. You're not alone. That's why Lenovo provides tools, programs, and resources to help you feel more confident about your financial outlook as you head toward those post-work years.

Your retirement should be exactly how you picture it. Travel the world, learn a language, volunteer for a cause, start a business, write a book, teach a class, go fishing, play with your grandkids — or all of the above.

Whether you see retirement as an opportunity to pursue passions or a chance to chill out, you want to be sure your financial resources fit your dreams.

What's on your mind about retirement?

Here are some common questions you might be asking yourself, along with tools and resources Lenovo offers to help you get answers and take action to achieve the retirement you want.

"How much money will I need in retirement?"

A general rule of thumb is to aim for replacing 70%-90% of your pre-retirement income.

$\$100,000 \text{ per year salary at retirement} = \$70,000\text{--}\$90,000 \text{ per year after retirement}$

WHAT YOU CAN DO
 Visit Fidelity's **Planning & Guidance Center** and answer a few questions in the **Retirement Analysis** to see if you're on track to replace your income in retirement, identify potential gaps you need to fill, and get personalized recommendations to improve your outlook.

On average, most Americans retiring today at age 65 can look forward to about **20 years** of retirement.*

*Social Security Administration. Social Security Administration's Retirement Calculator.

"How can I save even more?"

Most retirement experts say you should work up to contributing 15% of your pay to your 401(k) each year. If you started saving later in life, you may need to increase your savings rate.

WHAT YOU CAN DO
 → Consider enrolling in the **Annual Increase Program** to boost your contribution rate gradually each year.
 → If you're planning to max out your 401(k) pretax contributions (that's saving \$23,000 in 2024), consider making **after-tax contributions** too.
 → When you turn age 50, make additional **401(k) catch-up contributions** — \$7,500 in 2024.
 → If you're enrolled in the Lenovo Health Saver medical plan, open and **contribute to the tax-free HSA**. You can even make additional **catch-up contributions of \$1,000** if you're 55 or older.

*Source: Fidelity.com

"How can I manage debt and competing financial priorities?"

Life is expensive and the cost for just about everything is increasing.
 If you're repaying a loan, consider paying down high-interest debt (like credit cards) so you can eventually direct that money to other savings or retirement accounts. Focus first on paying off the debt with the highest interest rate or the lowest balance.

WHAT YOU CAN DO
 → Take Fidelity's **Financial Wellness Assessment** to see how you're doing and get personalized recommendations for prioritizing your financial goals.
 → Talk to a **certified financial planner** through FinancialConnect for help with budgeting.
 → Enroll in the **Fidelity Credit Counseling & Debt Management program**.

"Am I investing wisely?"

Your investment strategy will depend on when you want to retire and your risk tolerance.

WHAT YOU CAN DO
 Schedule a one-on-one virtual appointment with a **Fidelity financial professional**.

You can think too much about money.

Constant anxiety about money issues can affect your mental well-being, mood, health, and relationships. The confidential **Employee Assistance Program (EAP)** can help you work through your financial concerns and deal with the stress they can bring.

"What about market ups and downs and inflation?"

Talk to a financial pro about your goals and an investment strategy that's right for you.

Lenovo offers professionally managed investment options in the 401(k) plan, which can help you:
 • Diversify your portfolio across a mix of different types of investments, such as stocks, bonds, real estate, commodities, and short-term investments (like cash) to reduce the impact of the market's ebb and flows.
 • Invest in assets that tend to increase in value when prices rise — like real estate and commodities (available in the Target Retirement Funds) — to hedge against inflation.

WHAT YOU CAN DO
 → Consider **professional investment help** through a Target Retirement Fund or a managed account through Edelman Financial Engines.
 → For more personalized advice, schedule a one-on-one virtual appointment with a **Fidelity financial professional**.

Where should I keep my savings during retirement?

Did you know you can keep your money in the Lenovo Savings Plan 401(k) after you retire? Lenovo offers a range of options designed to allow you to stay invested in the 401(k) while taking flexible distributions, including one-time payments or systematic withdrawals. You select the parameters for automatic withdrawals that work best for you, including the amount, frequency, and time period (e.g., over 10 years). Keeping your money in the 401(k) after leaving Lenovo gives you continued access to:

Lower-cost and high-quality investment options

401(k) plans like ours generally have access to investment options with lower expense ratios compared to similar options available in IRAs.

Complimentary services with financial pros

Keep using Fidelity's financial professionals and account management services.

Fidelity oversight and protection

Lenovo will always act in the best interests of plan participants.

If you decide to take your money out of the plan, you'll want to be aware of any taxes or penalties that may apply.

To learn more, visit lenovobenefits.com/retirement.

Hello, Benefits. Let's Get Started.

Get to know your Anthem benefits and resources.



ucppoplans.com

Get to Know the UC Health Savings Plan (HSP)

Get to Know the CORE Plan

Get to Know Your UC Care Plan

This unique health plan offers:

- The **choice** to see any doctor, hospital or other provider in the U.S. or around the globe.
- An online tool to **find providers, compare costs and see ratings and reviews.**
- **Free preventive care¹** from UC Select and Anthem Blue Cross Preferred (PPO) providers.
- **Medical care without leaving home.** 24/7 virtual house calls from a doctor and telephone support from nurses.
- **Real help when you need it.** Ask a UC plan expert questions about coverage and claims, and get help finding doctors and pharmacies.

1. No deductible or out-of-pocket cost for in-network Anthem-recommended screenings and lab tests based on your age and gender. Go to anthem.com/preventive-care for details.

Hello, Benefits. Let's Get Started.

Get to know your Anthem benefits and resources.



ucppoplans.com

Get to Know the UC Medicare PPO without Prescription Drugs Plan

This unique health plan offers:

Get to Know the UC Medicare PPO Plan

This unique health plan offers:

- **Choice.** See any doctor, hospital or other provider in the U.S. that accepts Medicare.

Get to Know the UC High Option Supplement to Medicare Plan

This unique health plan offers:

- **Choice.** See any doctor, hospital or other provider in the U.S. that accepts Medicare.
- **Free Welcome to Medicare and Annual Wellness** preventive visits.¹
- **Benefits Beyond Medicare** for acupuncture, behavioral health from Medicare opt-out providers, hearing aids and more.
- Pharmacy coverage, including **\$0 generics**, plus prescription cough and cold medications, vitamins and lifestyle drugs.
- **24/7 medical care.** Virtual house calls from doctors and telephone support from nurses. (Not a covered benefit; all charges apply.)
- **Real help when you need it.** Ask a UC plan expert questions about coverage and claims, and get help finding doctors and pharmacies.

1. Medicare may not cover services provided in a physical exam as preventive services.

Key 7

Targeted

+AI



Key 8

Participant experience





Debbie
Manager

Chloe has just signed her contract. Here is a customized message to welcome her:

Hi Chloe!
I am really excited to hear you'll be starting soon...

SEND



Isaac
Buddy

Hi Isaac! You have been assigned as Chloe's buddy. Why not create a quick video introducing yourself and the team?

Start recording



Debbie
Manager

Let us know what you need for Chloe:

- Phone
- Laptop (Macbook)
- Laptop (Windows)



Chloe
New hire

Just checking in:
How was your first week?



Julie
HR

Great news!
Your manager engagement has increased to 87%.

Key 8

Participant experience

+AI



Resources

Budget | Partners

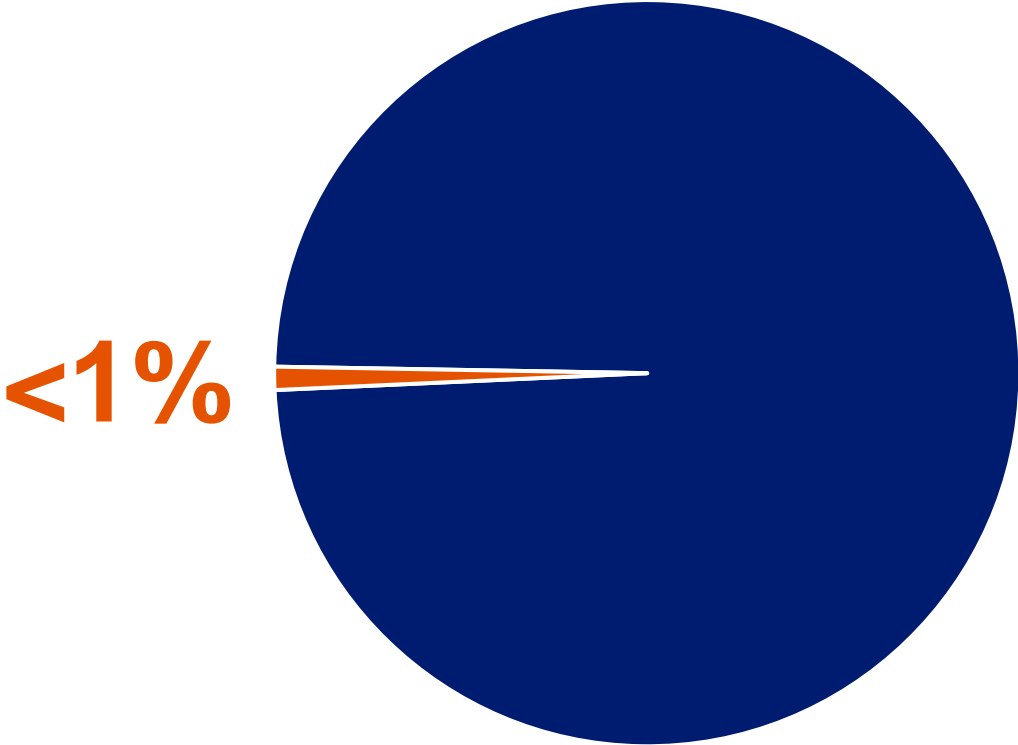
Key 9

Budget



Focus on value, not cost

- Benefits engagement
- Productivity
- Attracting and retaining talent
- Meeting benefits goals
- Improving overall wellbeing



Key 9

Budget

+AI



Key 10

Partners



Everyone can use a helping hand



Benefits communication partner



Internal communications team



Vendors

Key 10

Partners

+AI



Recap

Foundation

Strategy | Brand | Website

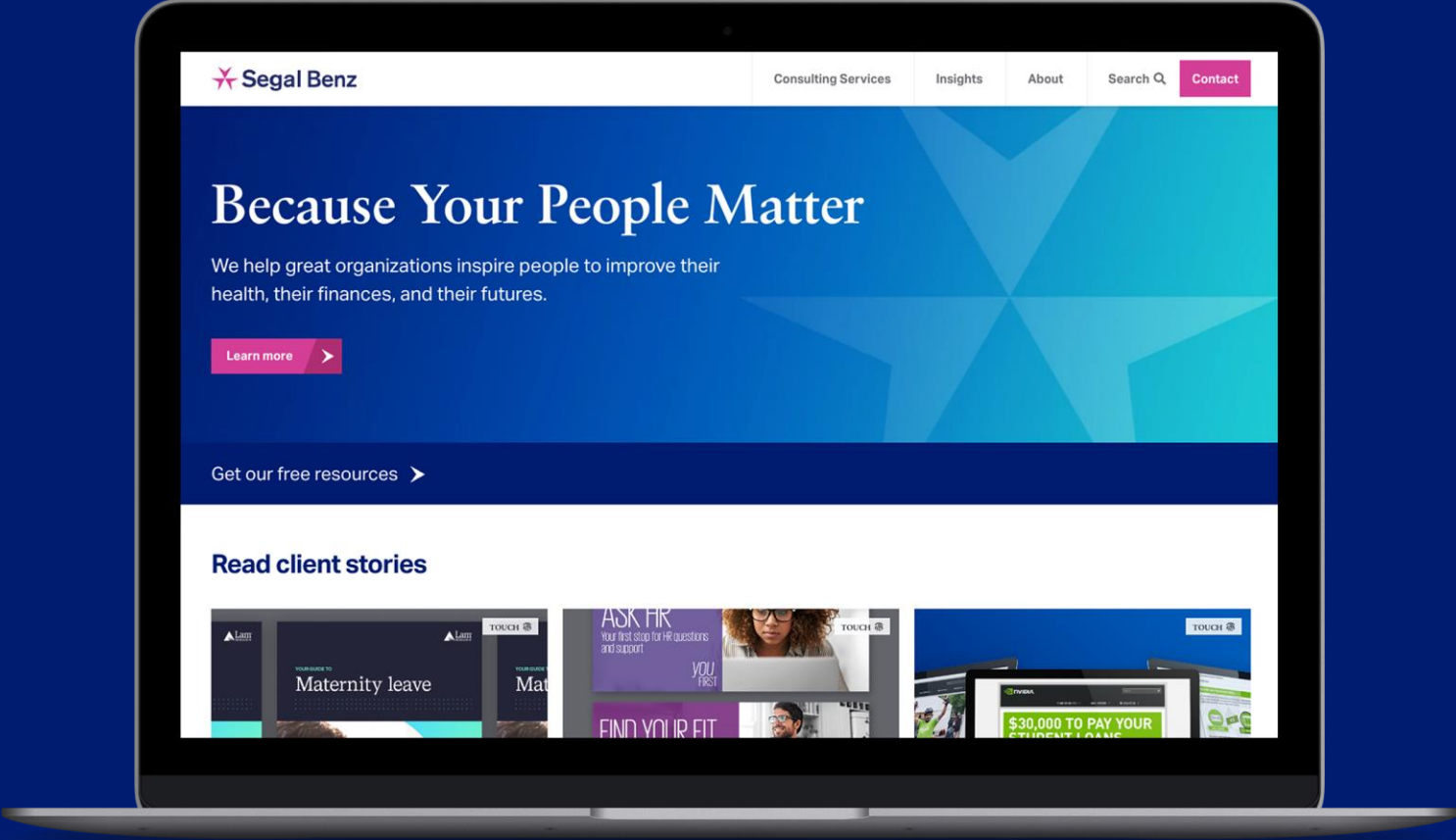
Marketing

Feedback | Simplicity | Year-round
Targeted | Participant experience

Resources

Budget | Partners

Learn more!



SegalBenz.com

| Q&A

| Thank you!