Human Resources
Benefits Education Overview

Unified Personnel Board Meeting
July 11, 2019
Benefits Education Overview

- Year-round education campaign
- Communication to 3,000+ employees, 2,500 retirees, and their family members
- Educating employees to help them make good decisions (e.g., Benefits Handbook)
- Over 107,000 annual hits to the Benefits web pages
Benefits Education Overview

- With jobs, families and other commitments, employees’ benefit challenges include:
  - Many employee benefit vendor partners
  - Vendor customer service
  - Benefits technology
  - Complex terminology
  - Unable to check work email throughout day
  - Compressed schedules, 2nd & 3rd shifts
  - Keeping up with benefit changes
Benefits Education Overview

Why? To help employees:
- Understand all the benefits that may help protect their families in time of need
- Appreciate the value and cost of benefits
- Be good stewards of our health fund and benefits budget
Benefits Education Overview

Align with Human Resources’ vision, mission and values:

- **Vision:** Position Pinellas County Government as a top-choice employer in the Tampa Bay region
- **Mission:** Cultivate a diverse, talented and engaged workforce prepared to effectively serve the citizens of Pinellas County
- **Values:** Earn a reputation as a trusted solution partner through every interaction by demonstrating credibility, fairness, respect and service
Benefits Education Overview

Benefits education – national survey findings:

- Many employees do not read benefit communications
- At least half say they don’t understand benefit materials
- One-third do not value their benefits
Benefits Education Overview 2018

2018 Benefits Education Campaign included:

- **Value**: Annual Total Compensation Statements, self-insurance, best site of care
- **Choice**: Two health plans, Annual Leave Exchange options
- **Resources**: Total Rewards Team, Nurse Amy, Employee Assistance Program (EAP), benefits information sessions
- **Partnership**: Preventive care, biometric screening, health survey, tobacco cessation
2019 Strategies for Success
Benefits Education Overview 2019

2019 Benefits Education Campaign expands upon prior successes:

- **Value**: Expand small group meetings, Total Comp Statements, self-insurance, site of care
- **Choice**: Simplify language, reduce complexity, highlight options and alternatives
- **Resources**: Integrate Employee Assistance Program (EAP) and Behavioral Health, benefits information sessions, vendor relationships
- **Partnership**: Two-way commitment
Summary
Benefits Education Overview Summary

Benefits education will enable employees to:

- Understand benefit plans and explain to their family
- Value and appreciate full cost of benefits
- Be good stewards of benefit funds and budget
- Effectively use benefits to protect their health and family members’ health
- Maintain or increase workplace engagement
- Share benefits information with others to help attract other diverse, talented employees
Questions?