



1ST QUARTER

This quarter marks the beginning of the year and makes it the best time to promote healthy lifestyle choices, wrap up things from the year prior, and prepare for the months to come.

This Is the Best Time of Year to Work On:

➔ Total Compensation Statements

This is the perfect time to send these personalized documents to employees, because you now have all the data for the year. Total Compensation Statements are a great way to show your employees how much you value them.

➔ New Hire Guides

These handy guides are great year round for employees who are hired after Open Enrollment season. They can also be used as marketing materials to attract new talent.

➔ Newsletters

We admit, we think there's no wrong time to send a newsletter. There are always things to remind and inform employees about, so here are a few ideas for topics to touch on during this quarter:

- ❑ Help set and keep New Year's goals.
- ❑ Highlight medical plans or prescription benefits that keep costs down.
- ❑ Include reminders to schedule preventive care visits.



Keep Your Employees Engaged!

It's easy to lose the interest of your employees with too much lingo-filled text. Instead, focus on one benefit at a time and give employees hands-on experience with their benefits: **set up a webinar** for employees to attend or ask your carrier to **host a retirement plan review session**.

Themes Recognized This Quarter:

JANUARY	FEBRUARY	MARCH
Financial Wellness	American Heart	Nutrition
Eye Care	Cancer Prevention	Sleep Awareness
Walk Your Dog	Black History	International Women's Day



2ND QUARTER

Spring is in the air and it is the perfect time to encourage your employees to go outdoors and get moving—while they're taking advantage of their benefits.

This Is the Best Time of Year to Work On:

➔ Benefit Hubs

Hubs are invaluable during Open Enrollment and can help your employees find information and get their questions answered which saves a lot of time for HR teams. However, they take a bit of work to put together, which means the earlier you get them started, the better!

➔ Videos

Videos are as versatile as your needs. They can serve a variety of purposes, from explaining benefits to announcing new ones. They take some extra planning, so it's better to start them as early as possible.

➔ Newsletters

Yes, the second quarter is a great time to send a newsletter. This time of year, you can:

- ❑ Remind employees about your EAP and other mental health options, especially during the gloomy months.
- ❑ Highlight community involvement opportunities employees can take part in.
- ❑ Encourage the use of preventive care to catch and treat symptoms early.



Keep Your Employees Engaged!

Try presenting your benefits in new ways. Put together **a podcast of the most frequently asked HR questions**. Alternatively, you can encourage employees to take learning into their own hands with a **benefits quiz that gives them the chance to win raffle prizes**.

Themes Recognized This Quarter:

APRIL	MAY	JUNE
Minority Health	Mental Health Awareness	Great Outdoors
Physical Wellness	Meditation	Pride
Stress Awareness	Family Wellness	Safety





3RD QUARTER

The focus at this time is on preparation for Open Enrollment, but that doesn't mean you shouldn't also point out the positives of summertime and the need for relaxation—and sunblock!

This Is the Best Time of Year to Work On:

➔ Open Enrollment Materials

Now is the time to get all your materials kicked off for Open Enrollment. This includes postcards, posters, benefit guides, and more. Make use of all the resources in this **OE toolkit** to ensure your Open Enrollment goes off without a hitch!

➔ Hero Site & Mobile Gateway

Keep your enrollment process running smoothly by showcasing all your benefits in one place and giving your employees the resources they need in an easy-to-access location.

➔ Newsletters

Things are busy with Open Enrollment around the corner and newsletters give you the chance to inform and prepare your employees.

- ❑ Give employees a handy list of Open Enrollment dates and resources (or send out a Hero Site).
- ❑ Offer some health tips and recipes that will keep them moving and eating healthy during the summer months.
- ❑ Communicate any plan changes that will be made for the next year.



Keep Your Employees Engaged!

If you have an intranet or other internal website for employees to access, see if you can **add a benefits question of the week** for employees to answer.

Employees also appreciate **information that can help save them time and money**, so don't hold back on letting them know about their no-cost and money-saving benefits!

Themes Recognized This Quarter:

JULY	AUGUST	SEPTEMBER
Social Wellness	Immunization Awareness	College Savings
Park and Recreation	Eye Exam	America On the Move
Family Reunion	Happiness Happens	Company Culture





4TH QUARTER

Open Enrollment is in full swing, and as things calm down, it leaves the perfect opportunity to look to the new year to prepare, strategize, and improve your benefits communications.

This Is the Best Time of Year to Work On:

➔ **Benefits Campaign**

Plan out your benefits communications to not only create a cohesive unified theme that employees can look for, but also ensure you don't waste resources by communicating too much, or leave employees confused by communicating too little.

➔ **Newsletters**

Wrap up the year and push employees towards a bright new year. Things you might discuss include:

- ❑ Ways to manage holiday stress (and costs).
- ❑ Encourage employees to take part in your wellness program.
- ❑ Remind employees about their PTO options and to take days off if it doesn't roll over.



Keep Your Employees Engaged!

Schedule **in-person meetings** to make exciting announcements, especially if they improve the lives of a majority of employees. This is also a great time to **remind employees of any time-sensitive tasks**, like using FSA dollars!

Themes Recognized This Quarter:

OCTOBER

Dental Hygiene
Financial Planning
Mental Illness Awareness

NOVEMBER

Good Nutrition
Addiction Awareness
Career Development

DECEMBER

Love Your Neighbor
Identity Theft Awareness
Handwashing Awareness

