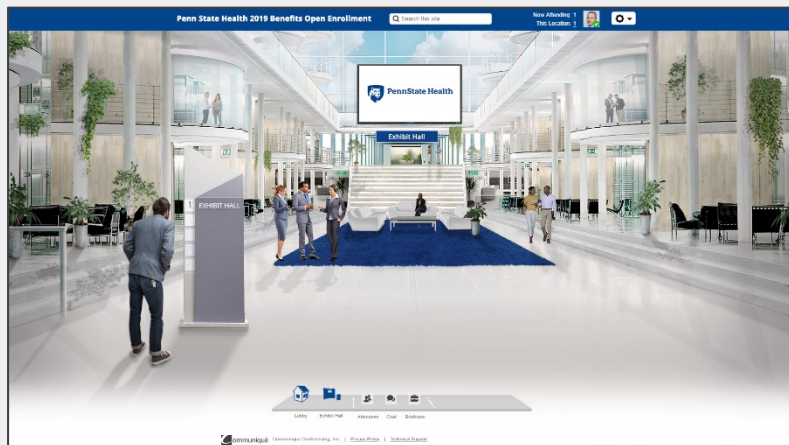


Case study

Penn State Health Virtual Benefits Fair



INDUSTRY Healthcare

COMMUNIQUE SOLUTION Virtual Benefits Fair Platform

SUMMARY With an employee population of 14,000 employees spread out across multiple counties in Pennsylvania, Penn State Health needed a more efficient way to connect with the HR benefits team during open enrollment and be able to listen to the townhall presentations since the HR staff could not be in every location. Penn State Health worked with Communiq   to create a virtual benefits fair environment that enabled remote employees to connect and engage with their benefits team.

CHALLENGE

Communicating benefits options to staff spread across multiple counties in Pennsylvania

Penn State Health is a health-system consisting of the Hershey Medical Center, St. Joseph's Regional Hospital and many outpatient locations called the Community Medical Group throughout several counties in Pennsylvania.

In the past, the benefits team focused time and resources solely on the Hershey Medical Center, since it has the largest concentration of employees. With consistent employee growth, and a limited number of HR benefits team members, traveling and communicating benefits options in person was a major challenge. Many of the remote employees had to figure out other ways to contact our team during Open Enrollment. This put a larger burden on the HR Solution Center team and well as the benefits team. Finally, it was also important to recognize that many of the employees have family members that participate in the benefits offered, and they may want to have information available to them as well.

Penn State Health's HR team turned to Communiq   Conferencing for a virtual benefits fair solution that could address these issues.

SOLUTION

Virtual Benefits Fair Platform

Penn State Health's HR Benefits team recently partnered with Allstate for voluntary benefit options. Allstate recommended Communiq  's virtual benefits fair solution as a way to connect, engage and communicate with remote staff. The virtual benefits fair was the only additional option Penn Health considered since their team was not able to go to every worksite.

Penn State Health worked with Communiq  's project team to design a virtual benefits fair environment that was easy to navigate and engage with both HR staff and benefits providers. The virtual benefits fair platform also included a theater for staff to watch live or on-demand townhall presentations as well as links to documents, videos, websites and enrollment guides.

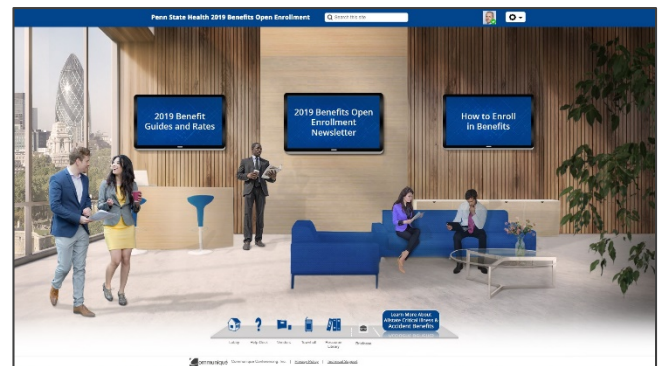
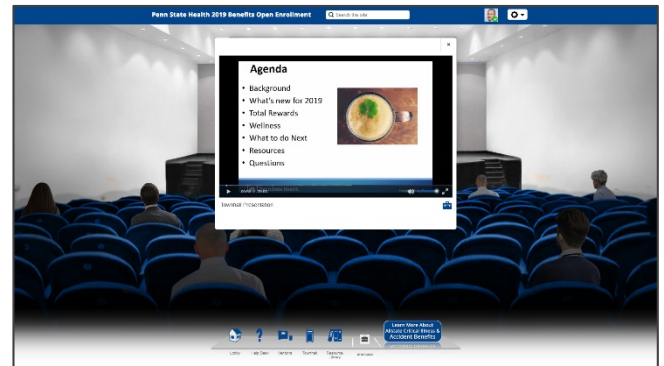
"I'm a bit of a worry-wart when it comes to implementing and communicating new ideas and programs to our employees. So I started having implementation meetings way sooner than necessary. We really only needed less than a month to get everything up and running. I don't think I can say enough positive things about the Communiq   project team. They kept me updated, on track, and were always available through email or by phone." – Danielle Hricak, HR Benefits Specialist

RESULTS

Taking ownership of their healthcare option – all from the comfort of their home or office

"I could not believe how many employees logged on and accessed the virtual benefits fair! We had thousands logging in to view materials and listen to our townhall presentations. We were in true shock! More people viewed our town hall presentations virtual than attended the in-person events." The benefits team was VERY thankful for this service since it allowed us time to be present during Open Enrollment. Our employees could be at home reviewing the new benefit packages with their loved ones and were able to connect directly to specific vendors. We had the opportunity to connect with all of our employees regardless of location." – Danielle Hricak, HR Benefits Specialist

Having a virtual benefits fair provided an opportunity for all employees to have answers at their fingertips, from the comfort of their office or homes. It was also a tremendous benefit to allow spouses and family members to have access to benefits information as well.



3,364

Attendees

12,843

Content Views

6,755

Booth Entries

1:01:21

Average Duration