



Maximize Your Investment in Employee Benefits™



HR Communications

www.UltraLink.com

As health and HR benefits programs become more complex, assisting your employees to make sense of them increases in importance. By itself, the task of summarizing a plan description may seem straightforward enough. But designing the best communication strategy, crafting the right message, and using the appropriate media to get it across – requires superior execution based upon years of experience.

UltraLink can assist you in every aspect of the communications process – from defining the message, to identifying distinct employee segments within your company – all the way to printing and distribution of materials, electronically or by hard copy. Communication is an interactive activity; therefore UltraLink also provides the capability of driving communications from the employee side by using our Employee Portal. The Employee Portal houses payroll information, provider searches, HR and benefits information, as well as UltraLink's content management tool, iBenefits – and a lot more.

Today, there are additional communication challenges presented by consumer driven health plans (CDHP's) that not only require an accurate description of cost structures, but involve making the employee understand that they are the managers of their own benefit program.

Communicating these complex issues, as well as providing innovative two-way communication vehicles, are just a few of the examples of how UltraLink takes HR Communications to a new level of simplicity and sophistication.

As with our other services, we ensure that your communication strategy is the right fit for your corporate culture, and that ultimately, it helps control and drive down benefit program costs.

HR Communications includes:

- Employee Portal
- Decision Support Services
- Fulfillment and Distribution
- CDHP Services

Audit • Implement • Manage

Employee Portal

The Employee Portal essentially acts like the employee's Home Page for all company and benefit plan related information, with 365x24x7 access also available to line managers, HR/Benefits professionals, and Call Centers.

Employee Portal Services include:

- A centralized location for general HR and benefits information
- Access to UltraLink's decision support tools
- Employee access to personal benefit information
- Useful links to related health and welfare websites

Many of our clients have found that our web technology has reduced or eliminated costly printed communications, while keeping employees more informed than ever before.

Decision Support Tools

UltraLink's Decision Support Tools provide several web-based features that employees can use to make important decisions regarding plan options while managing health care expenditures. These include plan summaries, provider directories, example claims, worksheets, and a lot more.

Decision Support Tools include:

- Plan comparisons and cost estimation calculators
- Interactive advice on hospitals, physicians, and drugs
- CDHP financial and selection advisors
- Employee self-service research tools

These tools are presented in a "wizard-like" format and are especially helpful on topics such as CDHPs and other more complex issues.

Fulfillment and Distribution

UltraLink also has expertise in the fulfillment and distribution of printed materials including benefit summaries, enrollment worksheets, catalogs, and so on – if you prefer a more traditional approach using hard copies. Our expertise can be utilized for much more, however, due to our experience in the design and development of these pieces.

Fulfillment and Distribution includes:

- Development and distribution of open enrollment and new hire packets
- Distribution of carrier information packets
- Custom design and printing
- Home delivery of all materials to individual employees
- Data entry of open enrollment/new hire information from printed worksheets.

Fulfillment and distribution services should not be underestimated when you are striving for effective employee communication – it is another area in which UltraLink can provide valuable assistance.

CHDP Services

There is likely no other service that requires more attention to detail than consumer driven health plans (CHDP). The complexity involved in shifting some of the more critical healthcare benefit decisions to the employee requires that your company have superb communication skills, as well as excellent planning, writing, and follow-up capabilities. UltraLink can help you develop such a program.

CHDP Services include:

- CDHP employee communications planning and writing
- Employee portal implementation
- Decision support tools implementation
- Employee call center support

The additional complexity of CDHPs is bound to generate more questions from your employees. UltraLink can serve as your "virtual HR Department," answering these questions and relieving you of the support burden that comes with it.

UltraLink's HR Communication services cover the entire spectrum – from developing an initial strategy – to producing and distributing printed or online materials to your employees.