

C&D Core Key Market

12

credits
per
plan year

3

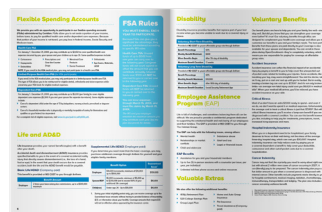
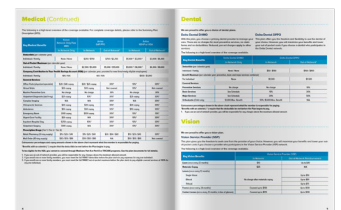
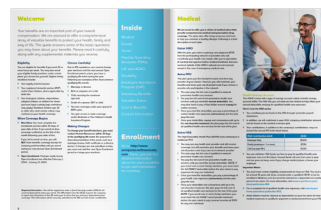
credits for
first guide
version

8

page
benefit
guide

Guide Features

- » Eligibility & Enrollment
- » Medical, Dental and Vision Plan Design Tables
- » Medical, Dental and Vision Plan Descriptions
- » Flexible Spending Account (FSA) Description
- » Life Insurance Description
- » Life Insurance Plan Design Tables
- » Disability Description
- » Disability Plan Design Tables
- » Employee Assistance Program (EAP) Description
- » Voluntary Benefit Descriptions
- » Valuable Extras
- » Contact Information Table



OR



Specifications

- » 8.5" x 11" PDF or,
- » 11" x 8.5" Interactive eGuide
- » Your choice of full-page cover design
- » Your choice of interior image style

Flip over for even more communication vehicles available to you. ►

The Core

Benefits Communications Made Easy

A complimentary, turnkey solution, crafted by a team of creative and editorial experts. Clients are eligible for communication credits which are used to “shop” our extensive library of dynamic benefits communication materials. We customize the materials by incorporating their company logo and benefits program information.



Popular Deliverables



Open Enrollment (OE) Flyer 1 credit

Includes OE dates, enrollment instructions, plan changes and meeting dates.

Perfect For:

OE-specific messaging so guides can be used year-round.



OE Postcard 1 credit

Includes OE dates and enrollment instructions.

Perfect For:

Sending OE communications home for employees and their dependents.



Rate Sheet 1 credit

Includes employee costs for all medical, dental and vision plans.

Perfect For:

Highlighting plan costs.



Recruiting Flyer 1 credit

Provides a high-level overview of client's benefits program.

Perfect For:

Providing basic benefit information to potential candidates and new hires.



Benefit Spot 2 credits

A turnkey mobile benefits app which includes benefit details, carrier information and more.

Perfect For:

Giving employees on-the-go access to their benefits.



Videos 0 credits!

DIY OE PowerPoint slides and a library of animated videos.

Perfect For:

Providing quick, engaging and easy to understand education for meetings or on-demand.

More deliverables are available—**just ask!**

Common Combos

1

Two 8-page Guides (5 credits)
Custom Colors (1 credit)
Custom Pictures (1 credit)
Benefit Spot (2 credits)
Rate Sheet (1 credit)
OE Flyer (1 credit)
Recruiting Flyer (1 credit)
OE PPT (0 credits)
Video Library (0 credits)

2

8-page Guide (3 credits)
Custom Colors (1 credit)
Rate Sheet (1 credit)
OE Flyer (1 credit)
Benefit Spot (2 credits)
Digital Display Ad (1 credit)
Recruiting Flyer (1 credit)
Semi-Annual Emails (1 credit each)
OE PPT (0 credits)
Video Library (0 credits)

3

8-page Guide (3 credits)
Benefit Spot (2 credits)
Rate Sheet (1 credit)
OE Postcard (1 credit)
OE Poster (1 credit)
New Hire Flyer (1 credit)
Recruiting Flyer (1 credit)
EAP Mental Health Flyer (1 credit)
Wallet Card (1 credit)
OE PPT (0 credits)