



Simplify your benefits communication and education

Colonial Life
The benefits of good hard work.®

Enrollment should be more than just filling out a benefits form. At Colonial Life, we use the enrollment process to educate your employees and ensure they're getting the financial protection that best fits their personal situations.

End-to-end service for your benefit needs

At no direct cost to you, we can provide customized benefits communication and education with full-service, end-to-end enrollment. Your employees will be better informed, which typically makes them more appreciative and more loyal to your business.

Our benefits communication and education system follows these proven steps:

- **Customize**
- **Communicate**
- **Educate**
- **Enroll**
- **Measure and share**

With health care reform changes in effect, the need for benefits communication and education is greater than ever. We can communicate the key changes to your employees and explain their options.

Customize

Our customized communications will provide all the benefits information your employees need.

Pre-enrollment communications

Educate your employees about all of your benefit offerings with communications that:

- Inform them about their upcoming enrollment and promote their participation.
- Communicate as much as you want about all of your benefits, including medical plans, health care changes and wellness programs.

Group meetings

Group meetings will help your employees know what they can expect during enrollment. During these meetings, we'll:

- Provide background on your benefits program.
- Highlight significant changes.
- Introduce new offerings.
- Prepare employees for their enrollment decisions.

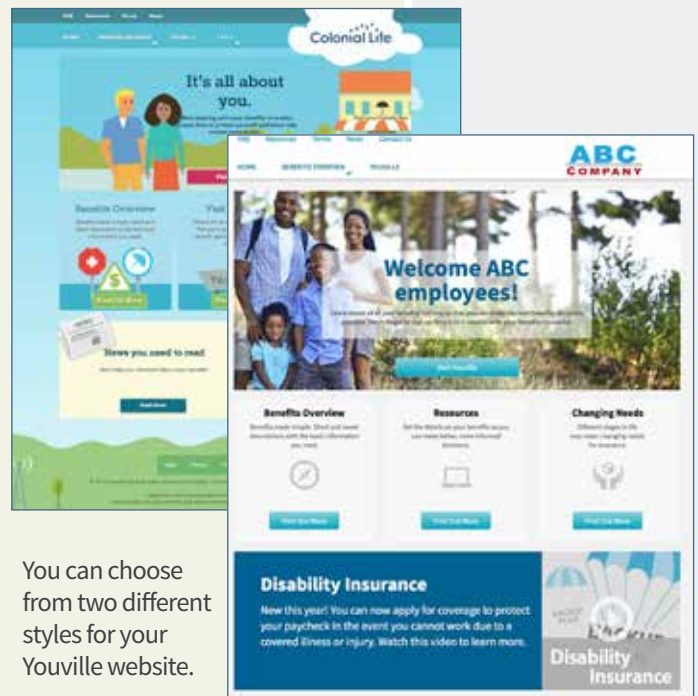
Youville – our benefits learning center

Why pay to have a benefits learning website constructed when you can have this site at no direct cost to you? Our Youville sites are available to accounts with 50 or more employees. These websites provide:

- Personalized benefit recommendations.
- Simple explanations of insurance terms.
- Benefits guidance for changing needs and different life stages.
- Retirement advice.



Our customized communications include emails, brochures, websites and more.



You can choose from two different styles for your Youville website.

Communicate and educate

Personalized 1-to-1 enrollment sessions

Our highly trained benefit counselors will meet 1-to-1 with your employees to review their personal benefit situations, help them make informed benefit decisions, and enroll them in their selections.

Our benefit counselors will:

- Review all available benefits you wish to highlight.
- Discuss any wellness benefits you offer and why they're important.
- Educate your employees about benefit costs and how much you contribute.
- Verify employee and dependent information — which we can share with you to keep your records current.

Enroll

We'll work with you before, during and after enrollment to provide the communication tools you and your employees need.

The screenshot shows a 'PERSONAL BENEFITS STATEMENT' for Jane Doe, a 34-year-old female from Columbia, SC. It details her contributions to various benefit plans, including a 401(k) plan with a company match. The statement also includes a section for 'Benefit Elections' and 'Benefit Information'.

Benefits statement

A personalized benefits statement allows employees to see the true value of their overall benefits package and how much you contribute.

The screenshot shows a 'Paycheck Illustration' for Jane Doe. It displays her gross pay of \$1,696.67 and net pay of \$1,234.00. It also shows her federal and state tax withholdings, and her benefit deductions, including a 401(k) contribution of \$100.00. The illustration includes a 'Federal Tax Information' section with dropdown menus for 'Pay Periods Per Year' and 'Federal Filing Status'.

Paycheck illustration

This illustration outlines the employees' benefit selections and how each affects their paycheck, so there are no surprises when the first deductions are made.

The screenshot shows an 'ENROLLMENT ELECTION FORM' for Jane Doe. It includes a table of benefit options with columns for 'Benefit ID', 'Benefit Name', 'Benefit Type', and 'Monthly Contribution'. The form also includes a section for 'Benefit Information' and a 'Signature' line.

Election form

The election form allows the employee to confirm his or her benefit choices, so you have a detailed accounting of each employee's selections for your records.

Measure and share

After enrollment, we survey your employees to measure their satisfaction and gauge increased benefits understanding. Our report card summarizes these results for you to ensure a quality experience.



So, how'd it go?

This is your opportunity to sound off and let us know if we did a good job.

1. Visit ColonialLife.com/RateUs.
2. Enter _____ when asked for your benefit counselor's number, then _____ when asked for your company number.
3. Take a quick survey about your 1-to-1 counseling session.

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Don't just enroll your employees

Give your employees the benefits information they need without the expense or hassle. We can help simplify your enrollment process and help your employees get more out of their benefits.

Talk with your benefits representative to learn more about how we can help simplify your benefits communication and education.