



Case Study: Benefits Communication

Meridian Health Benefits Communication: Open 24/7

Meridian Health needed to engage its 6,000 team members and family decision makers with consistent, easily accessible benefits communications to support their upcoming Open Enrollment season.

CHALLENGES

- Reaching health care professionals with long shifts and varying schedules
- Communicating the effects of Health Care Reform on benefits
- Delivering a consistent experience across distributed partner hospitals
- Getting information into the hands of family decision makers

RESULTS

- Nearly half of Meridian's 6,000 team members access the new Benefits and Open Enrollment Video Library
- Customized videos include important OE information and key benefits changes
- Dedicated Meridian-branded video website provides easy 24/7 access

“ An on-demand video solution proved to be a much more effective way to reach and engage Meridian's very busy and distributed health care workforce.”

Kathy Boushie
Director, Corporate Human Resources

Engaging Hard to Reach Team Members

Like other health care organizations, Meridian Health faces important challenges when it comes to communicating benefits to their workforce. Especially, how to effectively and efficiently reach team members who work long shifts at all hours of the day and night. “To be effective at reaching Meridian team members, our benefits communications must be concise, engaging and above all else, available on demand,” said Kathy Boushie, Director, Corporate Human Resources.

Heading into Open Enrollment, Meridian's challenges included:

- Reaching health care professionals with long shifts and varying schedules
- Communicating important changes to Meridian's benefits resulting from Health Care Reform
- Delivering a consistent experience across distributed partner hospitals
- Getting information into the hands of family decision makers

GuideSpark Benefits and Open Enrollment Video Library

In the months leading up to Open Enrollment, Meridian's HR team was hard at work updating their Flexible Benefits Guide and creating a series of Health Care Reform bulletins. “GuideSpark took our existing print materials and brought our important messages to life through rich multimedia,” said Boushie.

SOLUTION

- Customized Meridian Health Flexible Benefits videos
- Open Enrollment video
- Dedicated Meridian Benefits Video website

The components of the Meridian Health solution included:

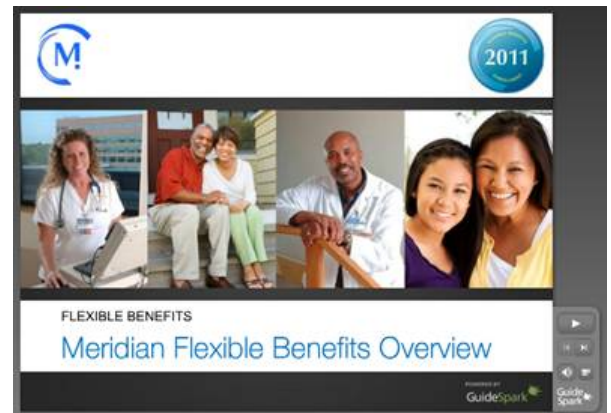
- **Customized Meridian Health Flexible Benefits video**
Working closely with Meridian's HR team, GuideSpark created a library of customized videos to educate team members on Meridian's Flexible Benefits program. All videos matched Meridian's look and feel and even included photos of Meridian team members.
- **Open Enrollment video**
This customized video provided team members with an overview of the Open Enrollment process including important information and positioning around key benefits changes.
- **Dedicated Meridian Benefits video website**
This Meridian-branded website offers easy access to all benefits video content, important documents and links to Meridian's benefits enrollment site all from a single web page. Meridian team members and their families access information 24/7, when it's convenient for them.

A Key Resource During Open Enrollment

GuideSpark's centralized library of benefits videos was a key resource for Meridian team members during the Open Enrollment period. In fact, the GuideSpark solution was accessed by nearly half of the company's 6,000 benefits-eligible team members.

"An on demand video solution proved to be a much more effective way to reach and engage Meridian's very busy and distributed health care workforce," said Boushie.

Shortly after Open Enrollment, Meridian expanded their investment in GuideSpark by extending the solution for new team members.



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About Meridian Health

Meridian Health is a leading not-for-profit health care organization in New Jersey. Meridian Health has consistently been rated among the top performing health systems in New Jersey for clinical quality. It has been recognized by FORTUNE "100 Best Companies to Work For" in 2010 and 2011 and is the recipient of numerous state and national recognitions for patient care and nursing excellence, including the distinction of being the first health system in the country to receive Magnet designation for nursing.



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