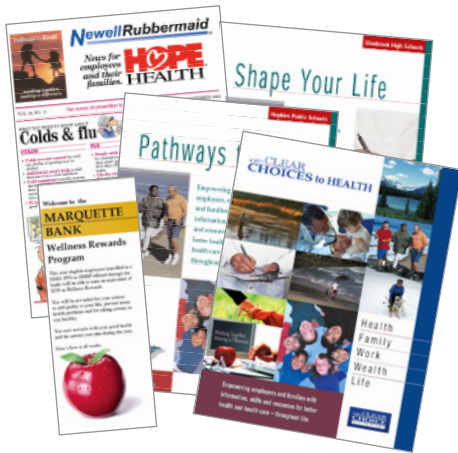


Communications



Proven Results

- Improves employee “buy-in”
- Improves use of key resources and services
- Improves strategy results and returns
- Improves workforce commitment and morale

Our staff & archives – your assets for success

- All HPN staff writers have 15-35+ years experience in health, medical and benefit communications
- All have Fortune 100 experience and...
- All write communications for employers with 50 to over 150,000 employees and are keen to HIPAA, ERISA, salaried, hourly, union and other key considerations
- Our research and project archives save you time and money over and over – because few things have to be created from scratch

Customization Options

- Branding with group logo, name, theme...
- Add group-specific information including EAP, important phone #s and web sites
- Language translations – Spanish and other
- Direct mailing coordination – e.g., to employee homes, new hires, targeted health and benefit communications

Did you know?

- Self care books, EAPs, web sites & other key resources sustain higher usage rates & better results if reinforced 6-12+ times a year
- Group-specific newsletter articles can easily reinforce key resources 6+ times per year
- Additional reinforcement can be done via meetings, trainings, self care, online & other resources PLUS posters, emails...

A strategic plan and mix of communications is ESSENTIAL to successfully launch a new benefit and resources – resulting in high motivation, immediate and sustained participation for better results and returns. Common areas of support include:

Launch & Benefit Communications

These tailored resources offer result in highly appealing and successful kick-offs of new benefits and initiatives to:

- Announce a new or modified strategy, benefit or resource
- Strengthen workforce understanding of a new strategy
- Motivate a population to better use existing resources

Launch communications often include an overview of the new benefit or program, its goals, how employees and families are surrounded by support and answers to FAQs.

Launch support options include:

- Custom brochures, flyers, folders, labels, posters
- Ghost-writing for letters, web-cast support, targeted emails
- DVDs, videos, powerpoint presentations, e-Learning and pdf resources
- If needed, skilled meeting facilitators and/or mentoring for your facilitators

Newsletters

The award-winning Hope Health Letter is written in an easy-to-read format and designed to provide the reader with key updates about medical news, prevention, early detection, work-family issues and more. Customization options include:

- Choices: 2 or full-color, illustrated or photos, # issues (1-12/year), 4-8 pages
- Brand each issue – your logo, name, theme
- Add custom articles, art, photos, footers, inserts...

We help to coordinate everything and make it easy!

Custom Articles & Projects

Need custom articles for your newsletter? A letter for the workforce? Special brochure? Tap into the archives and creative writing/design team at HPN to:

- Deliver targeted messages that people will read
- Save you time, steps, headaches and money of research, writing, reviewing and editing articles

Web Communications

Need to improve the health/medical/benefits web site or web strategy for your employees and families? Need ideas to relieve communications and administrative headaches? Need an e-Learning lesson on certain topic? Need a web-X topic, speaker or support? We’ve been designing custom sites, tools and solutions for over 12 years. Our awesome staff and archives offer affordable AND often “instant” solutions.

