

Employee Engagement

Employer Pulse is a quarterly survey that uncovers emerging health benefit trends. Our panelists represent companies with more than 3 million members from Blue Cross and Blue Shield plans in Illinois, Montana, New Mexico, Oklahoma and Texas. The most recent questionnaire asked them about the effectiveness of their communications strategies.

Less than one-third of employers feel their communication strategies are **very effective or better** at reaching employees



Some key challenges and environmental factors affecting health and wellness communication strategies include:



Geography - Multiple Locations, Remote Employees



Program Complexity



Previous Program Participation

Which tactics could contribute to more effective strategies?



59%

rely on engagement and support from senior leadership



53%

extend communication efforts to spouses



69%

leverage success stories

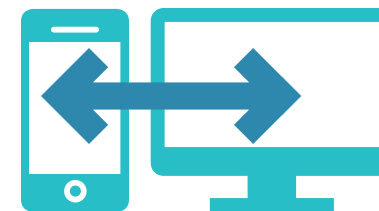


79%

use integrated multichannel efforts



On average, they are using **seven different channels** to engage with their employees



Emerging: On average, **69%** see integrating new technologies as key to successfully engaging employees

