

BENEFITFOCUS® Video

Help your employees make the right choice. Engage and educate your workforce with videos they'll actually watch.

Press Play for Engagement

Benefits are complex and can easily overwhelm employees, many of whom may not even be able to grasp fundamental concepts of health insurance. Having to pore over booklets or sit through meetings does little to help, and your benefits team can't spend all day answering emails and phone calls. Employees need more consumable information, and you need a more convenient way to get it to them.

BENEFITFOCUS® Video allows you to optimize your communication efforts and deliver consistent, relevant messages to employees in a language they understand. From highlighting plan changes to promoting wellness initiatives, video gives employees an engaging way to inform themselves so they can make sound benefits decisions.

Key Benefits

- ✔ Explain your benefit offerings with concise, easy-to-understand videos.
- ✔ Drive smart benefits decisions and encourage healthy lifestyles.
- ✔ Reduce the amount of time spent fielding benefits questions.
- ✔ Personalize the message with your company's branding, style, culture – even people!
- ✔ Work with an award-winning media team dedicated to high-quality content and production.
- ✔ Communicate beyond open enrollment to engage employees year-round.

Lights, Camera, Action!

Give a bold new face to your benefits program with custom-produced videos tailored to your specifications and reflecting your company's unique brand. Benefitfocus handles project management from start to finish, and you can decide how involved you'd like to be. You'll work with our Emmy Award-winning team of writers, producers, editors and animators who are experts in video communication strategies and ready to deliver a product your employees will love.

The Whole Shebang

The Benefitfocus Video Library provides access to hundreds of quick, pre-produced videos that explain benefits, healthcare concepts and reform legislation using everyday language. Each video is scripted, produced and reviewed by HR and benefit professionals, and available in Spanish and English. Best of all, you choose which videos to show employees on the BENEFITFOCUS® Marketplace. When your employees have questions, dependable and easy to understand answers are just a click away.

Only **23%**
of employees think
their employer
communicates
benefits very
effectively*

*Colonial Life



Learn how Benefitfocus Video can amplify your message and provide the clarity employees appreciate. Contact sales@benefitfocus.com to request a consultation today.

 [facebook.com/Benefitfocus](https://www.facebook.com/Benefitfocus)

 [linkedin.com/company/benefitfocus](https://www.linkedin.com/company/benefitfocus)

 [twitter.com/Benefitfocus](https://www.twitter.com/Benefitfocus)

©2016. Benefitfocus.com, Inc. All Rights Reserved.

Words and logos identified by "®" or "™" and listed at <https://www.benefitfocus.com/legal/trademarks> are trademarks of Benefitfocus.com, Inc.