

2026 MINIMUM PREMIUM & TIER 2 PEER GROUPCONFERENCE Campfire Roundtable - Outcome

Employee Communications:

1. **What communication methods have produced the highest employee engagement rates? Do you see a difference among generations? If so, how are you accomplishing this?**
 - In-person one-on-one
 - Quarterly benefits webinars
 - All Teams meetings
 - Benefit spotlights and challenges
 - Intranet
 - ADP
 - Newsletter
 - Younger generation want everything on their phone and more remote work
 - Recognition programs
2. **What questions or concerns do employees ask most frequently regarding benefits today compared to 5 years ago?**
 - Cost
 - “Other” benefits such as PTO and add-on benefits
 - Paid leaves + FMLA
 - GLP
 - Maternity leave
 - 401k loans
3. **Have you seen any innovative communication strategies implemented by other vendor partners that were particularly effective? What made them successful, and what impact did they have on employee engagement or awareness?**
 - AI – CoPilot
 - Chatbots in payroll vendors
 - ADP

Healthcare & Health Plan Management:

1. What strategies have you implemented to help employees become better healthcare consumers?

- Preventative care
- Marketing new initiatives
- Communication
- Quarterly reminders
- Quarterly Zoom meetings
- Wellness rewards
- Wellworks
- Interest free loan upfront (HSA)
- Open mic webinar on benefit topics
- AI agent on HR page
- Onsite clinic + biometric screening, virtual care visits
- Communication on where to access care

2. How do you measure success of your health plan strategies (lower claims, employee health, enrollment, etc.)?

- All of the above
- Surveys
- Less ER visits
- Wellness checkups
- Based on questions
- Absenteeism reduction
- On-site clinic for wellness checks and other visits
- Reporting received from wellness company
- OE gauge in bswift
- Compare to past years

3. Are you considering any cost containment strategies with the rise of healthcare costs (i.e. reduce spending on other benefits, wages, layoffs)?

- Comp strategy
- Remote work (no rent)
- Carefully consider if backfill is needed

- Analyzing hiring needs / not replacing jobs that aren't needed

Benefits Strategy Priorities:

1. What benefit offering has had the greatest positive impact on employee satisfaction in the last 2 years, and how are you measuring that impact?

- Wellworks + incentives / credits
- Quarterly well-being incentive
- Self-Care
- Mental health hours
- Remote work
- Increasing PTO
- Wellbeing benefit (wellness activities)
- Hinge Health
- Impact survey
- Wellness time off (4 hours 2x per year)
- Norton
- Pet Benefit Solutions
- HSA Employer offerings
- Mental Health Resources
- Noom
- Any benefits introduced during the year outside of OE

2. If you had additional budget to invest in one benefit program next year, where would you allocate it and why?

- Medical premiums
- Wellness program
- Gym membership
- Financial Wellness Plans

3. How do you balance enhancing benefits while managing increasing healthcare costs?

- Using VBA resources
- Consolidating or restructuring benefit plan offerings
- Find low hanging fruit and promote (wellness programs)
- Focus on current benefits and highlight different / new aspects