

Employer Communications Toolkit

GUIDING EMPLOYEES THROUGH CHANGE WITH ANTHEM

Delivering unwelcome news to employees about reducing their health care benefits is one of the toughest tasks a small business owner faces. We've created this Employer Communications Toolkit packed with tips and ready-to-customize communications that will make the process of informing your employees of the changes that are coming, that much simpler.



Inside you'll find:

- Recommendations on how to communicate with your employees about these changes
- A sample presentation you can use to share information about the new health plan with your employees
- Email copy and attachments to help ensure employees understand their new benefits and get the support they need to move to the new health plan in 2014

This is your toolkit. Please refer to it often and use it as part of your business strategy. And remember—your broker and Anthem are always here to help you.

Be sure to review the many resources available at your fingertips, including the:

- Anthem website anthem.com/ca
- Broker information

Recommendations for communicating change

Be honest and straightforward about the change:

- Deliver the news in a clear and simple way
- Get all the news out all at once
- Don't sugarcoat, hide or downplay the message
- Don't use clichés or jargon
- Don't overpromise or under deliver about the future
- Don't overreact

Include the “why” in your message about the change:

- Make the “why” easy to understand
- Explain what it all means for your employees
- Keep your message brief and direct

Inside the toolkit, you'll find a presentation you can tailor to your business situation and deliver to your employees.



Inform your managers every step of the way and give them the support they need:

- Keep your managers in the loop before change happens
- Share your communications tools with your managers so they can communicate the change with you

Provide updates early and often:

- Don't hold on to information that's ready to share. When delivering a difficult message, there is no time for procrastination
- Give relevant, up-to-date information that pertains to employees

Your toolkit contains a series of communications to help you provide timely and important information to your employees.

Expect employee reactions and respond appropriately:

- Give employees some ways to move forward. They are likely to feel confused and that they've had something taken away from them
- Be empathic with your responses

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