

How to increase employee engagement with communications

Engaging employees is one of the hardest parts of the Human Resources department's job. To power up your communications, make sure you are reaching out to employees in ways they prefer and at points in time they are most likely to act.

Use Multi-Channel Communications to Engage Your Employees

Communicating with employees in numerous ways is key to reaching them. Depending on the type of workers you have, that could include phone, text, email to home or work, mail, signage, and more.

Knowing which method works best for your staff is a bit of a science. Having a clear step for the recipient to take, such as registering, is a way to keep track of results and find out which methods work best for your employee groups.

Dividing employees into audience groups, based on what works best for each according to their needs and your goals will improve results as well.

Automate So You Don't Have to Keep Up

It is easier to keep on top of communications when they are automated for you. This means setting triggers and reminders to have communications sent out automatically at certain times and to certain audiences.

Here are a few examples:

- Send a **reminder email or text follow-up** to employees when they do not sign up or use a service.
- Add **new employees into your mailing list** throughout the year and send them campaigns they are eligible for at the beginning of each month.
- Plan **quarterly reminder campaigns** at the end of the year for the next year so they will automatically be sent.
- Send **reminder emails throughout the year** to employees who don't act on certain prompts.



Employee engagement tools

Accolade ensures customers have the tools they need to communicate effectively with their employees about our expert medical opinion programs. We create mailers, emails, texts, posters, and other communications tools that touch members throughout the year at times when they are most likely to act in order to increase engagement and utilization.

We completely manage this vehicle for our employers from creation to execution, including distribution and postage on any physical mail.

Here are just a few examples:

- Regular communications with members before and after they activate their membership through our mobile app and text message reminders.
- Welcome communications via email and direct mail to introduce new employees to the program.
- Quarterly engagement campaigns focus on the top categories that drive costs.
- Monthly webinars provided by clinicians and others with email invitations and reminders.

Customers who use Accolade campaigns see more than double the utilization rate compared to those who don't. Our email open and click-through rates for reminder emails for newly activated accounts are nearly double industry averages compared to other healthcare services.

To learn more about how to engage your employees with Accolade Expert MD Solution and turnkey communications, please email inquiries@accolade.com.



For more information on Accolade Expert MD solution, visit accolade.com/solutions/accolade-expert-md

About Accolade Expert MD solution

Accolade connects members to physician specialists for an expert medical opinion when they have questions about a chronic illness, upcoming surgery or treatment plan. We make the process easier, more convenient and significantly more human.

Our team coordinates all record and medical information with the specialist. Members speak to the specialist within 3 – 5 days followed by a written report within 24 hours.