

## CASE STUDY:

# Employee Benefits Newsletter Keeps Rising Costs Below Target Benchmarks

### OPPORTUNITY:

An international infrastructure firm that builds and maintains essential community assets such as hospitals, schools, transportation systems and major structures has a growing U.S. workforce and rising healthcare costs. The company recognized that to be an employer of choice, it needed to help employees and their families learn to lead healthier lifestyles, and take advantage of preventive care and other valuable benefits.

### SOLUTION:

PRM Consulting Group was asked to help develop a communication solution to reach people from architects to day laborers at locations from Miami to Seattle. It was also important to reach family members because spouses are the primary healthcare decision makers in many households. The project was implemented in four phases.

**Planning.** PRM developed the creative concept for an employee newsletter and named it *Foundations* to echo the organization's DNA as a construction company and reflect the publication's mission to communicate basic information. Research. PRM worked to identify the most promising areas for education to 'make a difference' and developed an appropriate editorial calendar for six bi-monthly issues.

**Editorial.** Combining our technical writing and benefits subject matter expertise, PRM writes, edits and peer reviews the content for each issue.

**Design.** Our design and writing are integrated from concept to delivery. One creative direction driving design and copy development makes the end product cohesive and powerful. Delivery was achieved via digital and print to ensure readership in all population segments.

### RESULTS:

*Foundations* is meeting objectives and exceeding expectations. Focusing on wellness topics relevant to the company's population, the newsletter is a popular quick read among employees and is credited with helping to increase the use of preventive care, decrease the inappropriate use of emergency rooms and hold healthcare cost increases below selected benchmarks.