

**Category:** T4      **Category Name:** Brochure      **Entry Name:** Wellmark's Total Rewards Booklet

### **Background**

Wellmark's Total Rewards package is more than an employee's paycheck and health coverage. It's the combination of programs and offerings that shape the experience of Wellmark employee, created with the well-being and diverse needs of our workforce in mind. It includes financial offerings, health benefits, career development opportunities and other perks exclusive to Wellmark employees. Wellmark's Total Rewards package is designed to help retain and attract talent, model and reinforce Wellmark's mission and achieve our strategic priorities.

However, in a survey conducted by human resources about our Total Rewards, very few employees exhibited an understanding of all of the benefits comprised in Wellmark's Total Rewards package. Because of this, Wellmark's human resources division set a goal of increasing employee understanding of these Total Rewards offerings, and enlisted the help of the Wellmark internal communications team to create a plan to ground employees in all of the unique benefits that make up their total rewards and compensation.

- **Audience:** Wellmark employees in Iowa and South Dakota (approximately 2,100 employees)
- **Communication goal:** Increase employee understanding of the value of Wellmark's Total Rewards offerings.

### **Strategy**

Wellmark's internal communication team set the following objectives:

1. Collaborate with Human Resources team to design a booklet by end of February 2018 to accompany employee compensation statements.
2. Achieve a 90 percent satisfaction rate among leaders to show the Total Rewards booklet was an asset with annual compensation conversations with employees.

The following strategy was also defined:

- Equip Wellmark leadership with the knowledge and resources to have an effective discussion about Wellmark's Total Rewards with their team members.

### **Implementation**

The following tactics were implemented:

- **Total Rewards booklet:** The booklet includes Wellmark's 2017 final corporate metric, information about Total Rewards changes made in 2017 based on employee feedback, a checklist of reminders for employees to consider as they prepare for 2018 and a listing of each of Wellmark's unique benefit offerings. (Dec. 2017 – Feb. 2018).
- **Presentation:** Delivered a presentation to Wellmark Leaders during their quarterly leader meeting leading up to annual compensation discussions. The presentation covered how to use the Total Rewards booklet effectively with their employees. (Feb. 2018).
- **Emails:** A series of emails were developed and distributed to administrative assistants to support the booklet distribution and educate leaders, as a follow up to the presentation, on how to conduct the Total Rewards conversation. (Feb. 2018)
- **Annual compensation discussions:** Each February, leaders have a discussion with each of their employees about their annual compensation. The internal communications team saw this as the ideal opportunity to highlight and increase understanding/awareness all of Wellmark's available

benefits, and also emphasize how employee feedback helped pave the way for many of these benefits to be offered. The Total Rewards booklet played an important role in these discussions.

**Budget:** The budget was approximately \$1,500 for the printing.

### **Evaluation**

From Feb. 21-28, 2018, all Wellmark employees (approximately 2,100) received a Total Rewards booklet from their leader during annual compensation conversations. Further, in the survey sent to all Wellmark leaders after distribution, 95 percent of respondents said the Total Rewards booklet was helpful in having the discussion with their team members. This surpassed the goal outlined in objective two of 90 percent.

In addition to employees, the booklet was presented to Wellmark's Board of Directors, with one Board member remarking the booklet was the best benefits education document he'd seen in his career.

Other employee feedback included:

- *"The Total Rewards booklets were clear and concise to help employees understand all of their benefits."*
- *"I liked the Total Rewards booklet — I think it was a great tool for employees."*
- *"Thanks for the total rewards booklet! It is a great reminder of all the benefits we are offered. I also love the checklist and plan to use it this year."*

Based on the feedback, Wellmark decided to make the Total Rewards booklet an annual occurrence and plan to seek new ways to personalize the document for each employee.