



# How to increase employee engagement with communications

An infographic with a light gray background. At the top left is the title "How to increase employee engagement with communications" in bold. Below it is a paragraph: "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." There are two main sections: "Use Multi-Channel Communications to Engage Your Employees" and "Automate So You Don't Have to Keep Up". The first section includes text about communicating with employees in various ways and knowing which method works best. The second section includes text about automation and a list of four 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.", and "Send reminder emails throughout the year to employees who don't act on certain prompts." At the bottom left is a graphic of two hands, one blue and one brown, holding a green circle. At the bottom right is the Accolade logo with the tagline "PERSONALIZED HEALTHCARE".

One of the hardest parts of the Human Resources department's job is to ensure employee engagement with their benefits. To power up your communications on this front, make sure you are reaching out to employees in ways they prefer and at the points in time they are most likely to act.

Accolade helps identify and manage these critical touch points for employer. We ensure that our customers have the tools they need to communicate effectively with their employees about our expert medical opinion program and other solutions. We create a variety of communication tools such as mailers, emails, text messages and posters that connect with members throughout the year at times when they are most likely to act in order to increase engagement and utilization.

Download this one-sheet to learn more about:

- How you can communicate more effectively with your employees
- Ways to keep on top of communication so you don't miss out on engagement
- Accolade's employee engagement tools that improve utilization rate

