



BENEFIT COMMUNICATIONS

Creating our culture one message at a time...

OUR FOUNDATION FOR BENEFITS

Compassion



Associates feel cared for and respected

Team



We're all one team and take care of each other

Competitive



The benefits we offer are the best in the industry

Learning



Our benefits help associates grow as individuals

Inclusive



Associate feedback is listened to and acted on

Ownership



Associates feel empowered to use their benefits to improve their health

HEALTH AND WELLNESS COMMUNICATION GOALS

What we want
associates to
know in every
interaction

1. The Company cares about me and my family.
2. The Company provides me with benefit options that take care of me and my family's needs.
3. The Company wants me to be healthy and live my best life at and away from work.
4. I understand what benefit options are available to me.
5. I know how to use my health and wellness benefits.

We're building trust.

(Tell people what we're going to do,
when, why and how...
and then follow through)

COMMUNICATION GUIDEPOSTS

- Prioritizing our associates/participants and what helps them
- Avoiding fine print (unless Legal makes us do it)
- Creating engaging content that's fun to read
- Calls to Action are clear and bold
- Re-engaging people in their health and wellness

People-focused



Easy to understand



Accessible



Useful



Personal



NEW BRANDING – PEOPLE-CENTRIC MESSAGING

health & wellness

Look at saving *more* money!

PARTICIPATE in the wellness incentive program by December 31, 2020 to save money on your 2021 benefits!

We extended the deadline this year to complete your wellness incentive requirement. There may be a delay in seeing the savings in your paycheck, but if you complete your exam or screening by the deadline, you will get your wellness incentive savings retroactively back to January 1, 2021.

Blue Cross of Idaho Medical Plan Members

Simply visit your primary care provider (PCP) for a wellness exam, or schedule a screening at one of our company-owned pharmacies. There is no form to complete.

- If you visit your PCP you'll become eligible for the incentive when the claim for your visit is processed by Blue Cross of Idaho.
- If you visit your PCP, you'll become eligible for the incentive when your visit is processed by Blue Cross of Idaho.

It's that easy!

Questions? Call the Blue Cross of Idaho Customer Service Department at 855-230-6859 or email customerservice@bcidaho.com.

Brought to you by **Blue Cross of Idaho**

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Got that benefits feeling?

New website. One phone number. For you!

What? We have a new website with all your health benefit information conveniently in one place.

Why? So you can manage your benefits more easily and focus on living your best life!

When? Beginning September 1, 2020

Where? Direct2HRhealth.com

Questions? Call the Associate Experience Center at 888-255-2289, Option 2

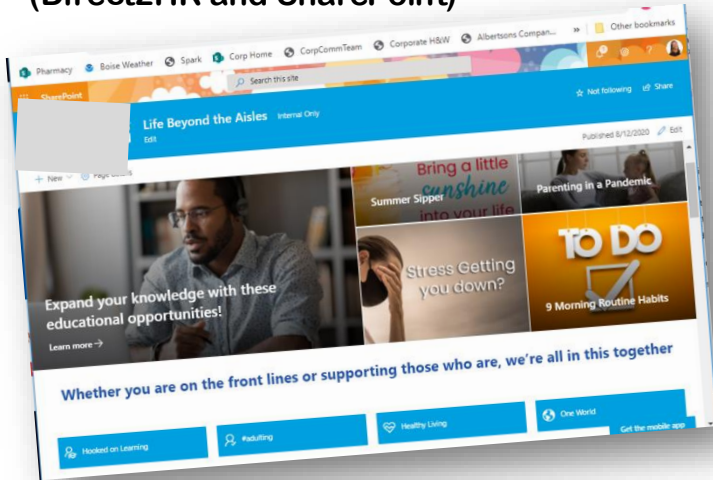
health & wellness
Leeward

INTERNAL TRAINING



LEVERAGING MORE CHANNELS

Life Beyond the Aisles (Direct2HR and SharePoint)



Sent: Monday, August 10, 2020 5:42 PM
To: Christine Wilcox <Christine.Wilcox@albertsons.com>
Subject: FW: Mindful Monday: August 10 - School is back?, stress help, Phoenix blood drive, a virtual scavenger hunt, MORE pets, and a summer sipper await you this week

Chris,

My thanks to your team for continuing to pulse EAP reminders in this! I have been hearing from multiple people that they have used this benefit for the first time recently because they have recently learned about it!

Positive
associate
feedback



Mindful Monday
(SharePoint, Email, and Outside Sources)