

Help your workforce get benefits-savvy with Benefits U

You put a lot of effort and money into designing a benefits package that your employees will love. Now help them understand the benefits of their benefits - *and* become smarter consumers along the way!



Benefits U is a series of short one-page articles on a range of benefits-related topics written in everyday language. Loaded with practical information and tips, the articles will educate readers on ways to stay healthier, use their benefits more effectively throughout the year, and maybe even save a little money along the way!

Interested?

To learn more about the Benefits U series, contact us at agency@bswift.com.

Benefits for you

- Keep your company's benefits relevant with employees all year long, not just during enrollment.
- Short educational benefits content will help your employees better understand and get more from their benefits.
- Build out your editorial calendar with topics that are important to your workforce.

Professional articles written and designed by bswift's Communication Agency provide eye-catching appeal to draw readers in to friendly, easy to understand content. Each short topic allows readers to quickly read and digest information without fear of getting lost in lengthy, jargon-heavy details.

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What you'll get

1. The Benefits U series has a range of articles on topics like the importance of getting an annual physical, the advantages of a second medical opinion, what to expect when your child needs braces, making the most from a telehealth visit, how an HDHP works, and more.
2. You'll have the flexibility to choose only the articles important to your organization:
 - A la carte, individual articles
 - Prepackaged bundles by topic (e.g., wellness, preventive care)
 - An annual series of monthly articles to help build out your editorial calendar, designed to reflect the annual benefits cycle of choosing benefits each year to using them all year long
3. bswift will develop a promotional email for you to send, detailing the Benefits U campaign, including the list of articles employees can expect to see.

