



We give proof, not promises.

We are more than an agency. We're your partner—an extension of your team. You can count on us to learn your business so we can maximize your impact. And we do that by making your messages matter. After all, your employees don't have time for anything less.

We also help companies better communicate with their clients, strengthening their connections and sharing their stories. Together, we'll find ways to cut through and make your message memorable.

A team of straight-talking messaging experts

Our seasoned team of communication and creative specialists leverage the best solutions to exceed your goals. We know crafting the right message starts with the right team. Our specialties include employee and benefits communications, video storytelling, social media management, content marketing and public/media relations.



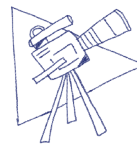
Strategy



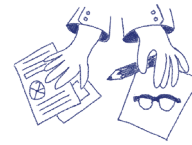
Employee
Communications



Marketing



Video



Design



Digital



Sound like the
partner you need?
Let's get started!

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Community Health Wellness Campaign

Our goal: Encourage participation in the wellness programs that are aimed at improving employee health.

Approach

As part of revamping its wellness program, Community partnered with Westcomm to develop an ongoing communication campaign that would both educate employees about the program and motivate them to take action.

Wellness Program Updates

Community mails a wellness newsletter to homes so both employees and spouses are aware of new programs and opportunities, which provides simple, easy-to-follow steps to participate in the program.

Nicotine-free Incentives

Community is focused on reducing the percentage of employees who use nicotine. Employees who are tested as non-users or who engage in a nicotine cessation program are offered reduced medical premiums. We created a tri-fold postcard, that was distributed six months prior to the screening deadline. The initial result was significant—approximately 65% of employees signed up for the screening.

Employee Motivation

We recommended that Community include wellness program information within the new employee orientation process to provide employees with a base understanding from day one, developing a video that explains the program and motivates them to get involved.

Community Health Network

What's New for the Upcoming Wellness Year
Whether you're on the front lines or in a support role, you are important to our mission of providing quality care to patients. To do that well, we must be healthy ourselves. And we're here to cheer you on!

Wellness Program
The new wellness program you begins on Oct. 1, 2018, and runs through Sept. 30, 2019. You'll notice a few key changes to improve the program, make participating more convenient, and help you focus on areas that can make a lasting impact on your long-term health.

Wellness Screenings
Key Measurements: Nicotine and BMI
Like last year, you can earn points with healthy outcomes from the free voluntary wellness screening. However, this year we're changing our focus to two important measures of good health.

Nicotine: If you are nicotine free or participating in a Community tobacco cessation course, you can earn 300 points.

BMI (Body Mass Index): You can receive 300 points if you have a healthy BMI or body fat, or if you show a 10% improvement in weight, waist circumference, BMI or overall body fat over the prior year's wellness screening.

We've put the greatest amount of focus on these two factors because studies show they both have a major impact on multiple chronic illnesses, including asthma, cardiovascular disease, diabetes, osteoarthritis and more—illnesses that are the fast-growing areas for medical spending.

New Wellness Challenge:

ALL benefit-eligible employees can receive a discounted medical premium next year.
Find out how to qualify!

Want to qualify for the discounted medical premium?
Choose your route and follow the steps below.

Self-declared non-nicotine user

- Voluntary cheek swab nicotine test performed during wellness screening
- Non-nicotine status recorded, qualifying you for discounted medical premium in 2019

Self-declared nicotine user

- Not tested for nicotine during wellness screening
- Enroll in Community's nicotine cessation course

You will qualify for the discounted premium if you complete the course by Sept. 30, 2019. You qualify even if you are prescribed a nicotine device.

Voluntary participation Wellness screenings and nicotine testing are voluntary. They are only required if you want to be eligible for the discounted medical premium in 2019.

65% Employees Signed Up for Screening

bit.ly/2ZoasVM

We Are Here For You.

You may have heard about the Employee Assistance Program (EAP) but aren't sure what it is and how it can help you. **The EAP is a service provided by the State for you and your dependents — at NO COST to you.** Completely confidential, this program is designed to help you deal with a variety of issues that impact your well-being.



Personal
Call 24/7 to speak with a licensed mental health professional to discuss:
Anxiety and depression
Drug or alcohol abuse
Stress, life changes and relationships



Financial
Have a phone call with a financial professional to discuss:
Managing debt
Improving your credit score
Saving for college



Legal
Ask for a free 30-minute, in-person meeting or call with an attorney to learn more about:
Divorce, child support and custody
Living wills and power of attorney
Real estate issues



Introducing myStrength

myStrength is a **unique, online emotional wellness program** to help you and your family manage stress using personalized and proven resources. From stress management tools, inspirational videos and articles to eLearning modules, myStrength helps you feel better and stay better.

To access myStrength:

- 1 Visit AnthemEAP.com. Click the Members Login button on the left.
- 2 Enter your company code: State of Indiana and click Login.
- 3 Click on myStrength on the right. Click Sign Up to create an account.

State of Indiana EAP Engagement Campaign

In Your Words

“In 2010, a trusted friend encouraged me to utilize my Employee Assistance Program (EAP) benefit. My now husband and I were in the process of blending families. I was trying to understand my new role as a stepmother. I remember thinking, ‘People do this every day. People deal with harder things than this every day. I should be able to figure this out on my own.’
Our EAP benefit was the most effective tool we utilized during this transition in our lives. It seems silly now but feeling reluctant to use the benefit is so common.”



Britni Saunders
Director, Indiana State Personnel Department

The Employee Assistance Program can be utilized for a broad range of life situations:

- “I’m struggling to support my aging parent.”
- “My spouse recently lost their job.”
- “I am having a hard time adjusting to my child’s recently diagnosed disability.”
- “Our long-time family pet passed away last week.”
- “I dealt with a difficult situation at work that continues to bother me.”
- “At times I feel overwhelmed by stress and anxiety.”

Our goal: Drive utilization of the Employee Assistance Program (EAP) and participation in behavioral health programs and resources.

Approach

Westcomm, in partnership with Anthem, is currently assisting the State of Indiana in increasing utilization rates of its EAP. Westcomm has developed a multi-channel communications strategy that includes direct mail, video, digital content (website, blog, social media) and branded giveaways.

Desired Actions

- Use the eight counseling sessions covered by EAP annually.
- Register for online resources.
- Download and use the myStrength app.
- Call the EAP help line.

Enhanced program benefits for 2019!
Work-Life Solutions

Discover all your Employee Assistance Program benefit has to offer.

You may have heard about the Employee Assistance Program (EAP) but aren't sure what it is and how it can help you. The EAP is a service provided by the State for you and your dependents — at NO COST to you. Completely confidential, this program is designed to help you deal with a variety of issues that impact your well-being.

In 2019, we are enhancing your EAP benefits by increasing the number of counseling sessions that are covered under our plan, and providing a new online resource that offers 24/7 support.

- 8** FREE face-to-face counseling sessions with a licensed therapist per issue, per year. Sessions are available to employees, their dependents, and individuals living in their household.
- 24/7** access to an online program called myStrength to support emotional well-being. Provided by Anthem EAP, myStrength is available from the comfort of your own home. From stress management tools, inspirational videos and articles to eLearning modules, myStrength helps you feel better and stay better.



412%
Increase 1Q 2019 vs 1Q 2018



Want to chat more? Reach out at helloindy@westcomm.com or follow us @westcomm on LinkedIn for more insights.

Community Health Retirement Campaign

Our goal: Create an overall customer information and public awareness plan.

Created 60 years ago, Community Health Network (CHN) is a nonprofit health system with 15,000 employees and more than 200 care sites and affiliates throughout central Indiana. CHN has the second-largest market share in the nine-county central Indiana area.

CHN's staff consists of a wide range of positions, from doctors and nurses to lab techs to janitorial and food service staff. Unlike in an office setting, many CHN employees do not have easy access to a computer or e-mail during their work hours. This situation makes internal communication and employee engagement particularly challenging and causes CHN to seek creative alternatives to electronic-based communication strategies.

Originally CHN approached Westcomm to revamp an annual mailer. Upon learning that their 401(k) retirement plan administrator handled communication with a one-size-fits-all approach, we made recommendations on how to improve communication. We also discovered that because CHN does not auto-enroll new employees in its 401(k) retirement plan and requires a waiting period before implementing its dollar-for-dollar employer match, it has a lower-than-average enrollment rate when compared to national and industry benchmarks and a significant percentage of the employee population not taking advantage of the employer match.



Hit Your Target!

Deciding on an investment strategy can seem overwhelming. That's why we offer **target date funds**.

With your approximate retirement year as the target, these funds are managed to meet the needs of someone planning to retire in that year.

Each target date fund is a mix of investments. It is designed to create a diversified portfolio that is based on your age. With the target date fund, your investments will change from aggressive to conservative as you near retirement.

Simply make your contributions and let the financial professionals oversee your funds as you work toward your target date of retirement.

It's that simple.

You can always contribute more than the maximum match amount.* Remember, the more you save now, the more you will have later.

You're not tied to a certain contribution



FOR INFORMATIONAL PURPOSES ONLY: As a recipient of this information, you have a responsibility to use this information, and protect any claims, loss or damage resulting from these figures and should not be held liable as a target for any financial planning or investment, accounting, legal or other professional advice.

* Subject to annual IRS dollar limits for employees.

Manage your contribution
empower retirement
Questions? Call 866-467-7755.

This led to the development of a comprehensive engagement campaign to increase employee participation and boost contribution rates in the 401(k) retirement plan. In less than two years, the campaign has resulted in a 10% increase in 401(k) participation, exceeding CHN's goal.

Community and Westcomm continue to partner on this successful campaign to further grow plan participation and contribution rates.

Detailed Action Plan

Westcomm believes in using a data-driven approach when creating an engagement campaign. Upon examining Community's contribution and employee demographic data, Westcomm created an ongoing campaign that includes segmented and personalized communication. In addition, the campaign includes a schedule of general messages to continue cultivating awareness among employees.

In order to reach employees who might not have easy access to these communications, the campaign targets them while at work and at home. Messaging sent to employees' homes keeps the 401(k) retirement plan details in front of the spouse/partner as well, which is important since many financial decisions are made by both spouses/partners.

Personalized Bi-Annual 401(k) Mailer

Westcomm creates a series of nine targeted bi-annual update mailers. Employees only receive one mailer, and not all employees receive a mailer. Westcomm targets groups by match eligibility, current participation level and age. By using this data-driven approach, Westcomm delivers a message that is targeted and actionable for each employee. This mailer is sent to the homes of employees. This allows spouses/partners an opportunity to engage with the 401(k) retirement plan and encourages a family discussion about financial wellness.

Postcard Campaign

Westcomm determined that because Community does not auto-enroll new hires, it was missing the opportunity to engage employees in the 401(k) retirement plan during the new hire enrollment process. New hires are focused on getting started in their jobs as well as registering for the other benefits that must be addressed within 30 days. Westcomm created a postcard campaign that would reach employees once they were acclimated to Community and their positions.



COMMUNITY 401(k) RETIREMENT PLAN

Michael, Here's Why You Should Contribute to Your 401(k)

At this stage in your work life, retirement is closer than ever. Even if you still have another 10 years, it's no longer such a far-off goal. That can be both exciting and overwhelming—and Community wants to help you prepare. Our 401(k) retirement plan is a great way to save for your retirement years.

Free Money

It's an opportunity to earn free money. We'll match your contributions \$1-for-\$1, up to 6% of your eligible pay! It's like you're getting paid to save!

Your Contribution*	Community \$1-for-\$1 Match
Make the most of the match! 6%	\$813.19 for a combined total of \$1,626.38 per pay period!†
Need to start at less than 6%? 4%	\$542.13

A Suite of Advisory Services

You don't have to figure this out on your own. Your plan offers access to three different levels of investment advisory tools and services to help you put together a retirement strategy that makes sense for you.



COMMUNITY 401(k) RETIREMENT PLAN
Employee ID: 112708

Rebecca if someone was offering you free money, would you turn it down?

That's what you're doing if you're not contributing at least 6% to your Community 401(k) retirement plan.

So how much free money are you leaving behind per pay?

Your Contribution*	Community \$1-for-\$1 Match
At your current election: 5%	\$86.36
Make the most of the match! 6%	\$103.63 for a combined total of \$207.26 per pay period!†

The free money you're missing out on: **\$17.27**

*Percentage of your bi-weekly pay per the Nov. 23, 2018, paycheck.

Or, think of it this way:

If you increase your contribution to 6%, you'll receive the full amount that Community will give to you—for free. Your contributions, plus our match, equals **\$207.26** added to your retirement plan per pay period.

† Subject to 2019

In order to start your contribution with your Jan. 4, 2019, paycheck, you must enroll in the 401(k) retirement plan by Dec. 26, 2018.



Retirement

Your Community Health Network 401(k) Retirement Plan can help you get ready to have the retirement you want. All Community employees are eligible to participate in the 401(k) retirement plan.



When the Match Begins

The match begins on the first January 1 or July 1 after completing one year of employment and 1,000 hours of service. The Community match is immediately vested.

Example:

Hire Date	Match Eligibility Date	Match Begin Date
January 14, 2019	January 14, 2020	July 1, 2020



Changing Contributions

You may start, stop, increase or decrease your pre-tax and/or Roth contributions at any time by visiting empowmyretirement.com.

Hitting Your Target

Our target date funds are managed to meet the needs of someone planning to retire around a certain year. So you can just pick your target retirement date and invest in the funds focused on helping you achieve your retirement goal.

In 2019, the contribution limit is **\$19,000** or the lesser of **100 percent of your eligible compensation**.

PRO • Retirement • How to Enroll

Why Community's Retirement Plan is a Good Deal:

- 1 When you contribute to the 401(k) retirement plan, Community will make a \$1-for-\$1 match on the first 6% you contribute when eligible for match.



bit.ly/2VanOpz



Your 401(k) Retirement Plan

You are currently contributing at **15%***

Open enrollment is the perfect time to evaluate your retirement nest egg—and possibly even increase your contribution level.

*As of SEPTEMBER 11.

Not contributing yet?

If you've not started contributing to your 401(k), we encourage you to begin.

We make it easy with payroll deductions, so your contribution automatically comes out of each paycheck.

Don't know where to start?

Consider our target date funds, which are managed to meet the needs of someone planning to retire around a certain year.

Already contributing?

If you're already contributing to your 401(k), consider giving your contribution a boost.

You're not locked in to a certain contribution level. You can increase or decrease your contribution at any time.

Enjoy tax advantages. By contributing on a pre-tax basis, you'll avoid paying federal and state (in most states) income taxes on your contribution.



Are your beneficiaries accurate?

It takes just a few minutes to ensure your 401(k) assets are passed on to the people you intend. Simply log on to empowmyretirement.com to update your beneficiaries.

Manage your 401(k) contributions any time at empowmyretirement.com.

Questions? Call 866-467-7756.



New Employee Orientation

Westcomm examined the new hire orientation process and found that only a small percentage of the benefits presentation focused on the 401(k) retirement plan. We recommended enhancing the new hire orientation process. This involved updating the PowerPoint, creating an animated video, and enhancing the 401(k) retirement plan hand-out. We believe in the use of video to help break down complex content and motivate engagement. The video explains how to use the plan by depicting a fictional new hire deciding on a contribution rate, receiving the matching contribution, and increasing her contribution rate when she realizes she's leaving money on the table. We used consistent language, icons and branding among all three elements.

Ongoing Communications

Westcomm recommended that the 401(k) retirement plan offer supporting materials that expand upon the knowledge employees have about the topic. The campaign includes a regular schedule of general articles and shorter videos to help clarify topics that might be confusing or cause employees not to engage with the plan.

Additionally, Westcomm integrates the employees' 401(k) retirement plan contribution percentages in other materials it creates for the benefits team. For example, during the benefits open enrollment process, Westcomm recommended adding a panel to the personalized Quick Start Checklist that included employees' current contribution percentage. This resulted in a 123% increase in the number of employees making a change to their 401(k) plan in one pay period.

123%

Increase in Employee Engagement