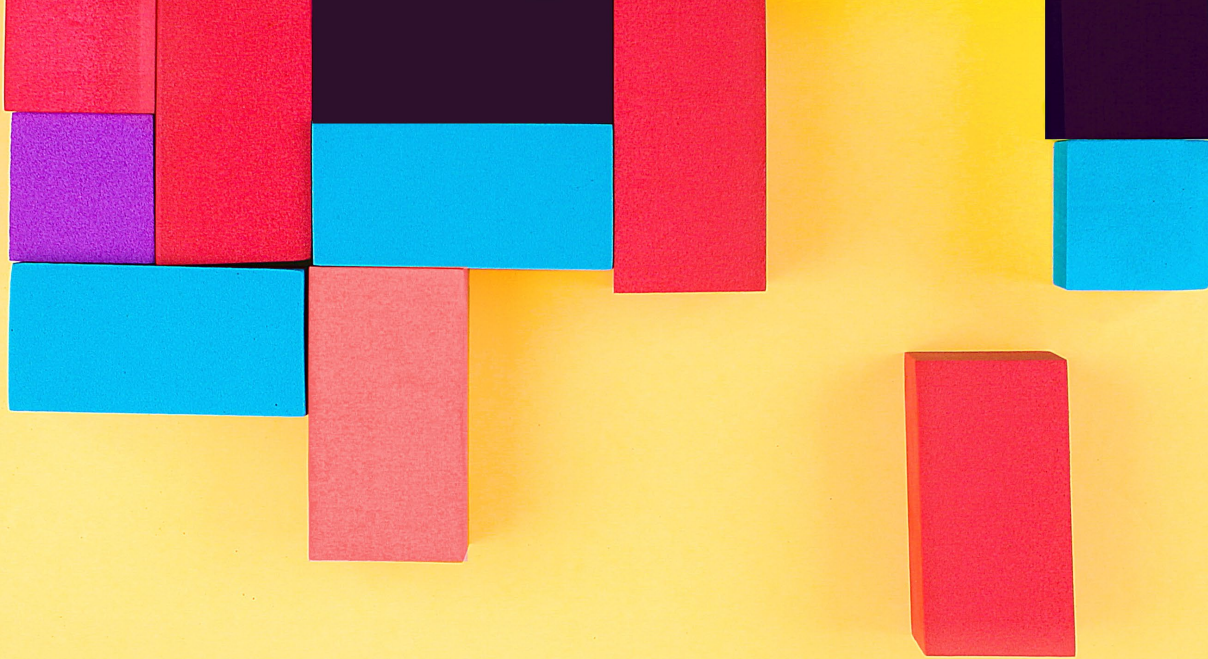


The new DEI playbook

**Your guide to ensuring your
benefits align with and
amplify your DEI efforts**

Diversity, equity, and inclusion have long been top of mind in HR. While you've built your organizational strategies to align with the unique cultures, lifestyles, and challenges of your workforce, it's time that your benefits measure up. The pandemic highlighted a number of long-standing issues in healthcare, such as lack of true diversity, access to care, and mental and physical health biases. It's essential to ensure that your benefits truly align with organizational DEI goals and support your overall company values and culture.



Your step-by-step guide to ensure value alignment within your benefits strategy

1

Create a more connected culture

Connectedness creates a fundamental sense of belonging that allows your people to build on their unique strengths and skills. Utilizing solutions that allow your organization to collectively rise to challenges, support one another through difficult times, and ensure everyone has a place and feels welcome—you will be creating an environment where your people can thrive.

SOME STEPS YOU CAN TAKE:



Identify solutions that develop your leaders to be inclusive, mindful, aware of their own biases, and who strive to strengthen connections between people. Offer education and courses on identifying biases.



Use mindful communication to value different perspectives and experiences, demonstrate a commitment to inclusion, and examine or revise policies when needed.



Integrate small, interpersonal inclusion into company culture—like greeting one another by name, asking how another is doing/how their day is going, listening without interrupting, and showing genuine interest, appreciation, and respect.

2

Remove any barriers to entry

Your solutions need to come in at the right time, place, and level of support for your people. But cost and accessibility can be definite barriers to access solutions. Employer-sponsored benefits allow your people access to resources and tools that impact their mental and physical wellbeing.

Digital solutions are essential in improving access. They lower geographical and stigma-related barriers to entry and can help you reach your entire population, no matter their job function, location, or schedule. But with the exponential growth in digital solutions, simply being digital is not enough. If a solution doesn't connect with your people, it won't work for your organization. To truly reach people, the solution must also be highly personalized in order to drive engagement and sustainable health outcomes.

WONDERING IF YOUR BENEFITS ARE DOING ENOUGH TO LOWER BARRIERS TO ENTRY? ASK YOURSELF THESE QUESTIONS:



ACCESSIBILITY

Are the promotions surrounding your solutions available in multiple ways such as email, text, snail mail, and social media?



DIVERSITY

Do an annual review of your benefits campaigns' marketing assets. Do the materials accurately represent your population?



VALUES

What are your company values? Where do you see them reflected in your benefit materials?

3

Personalization is key

An individualized approach to health care meets people where they are. Personalization makes it possible for benefits to work no matter where they live, their lifestyle or culture, and what job they have. Everyone's needs, perspectives, and preferences vastly differ, so one-size-fits-all blanketed solutions won't be as impactful. Look for solutions that can truly personalize to fit individuals' unique journeys and easily can integrate within their life. For example:

“Employee benefits offerings can no longer rely on a one-size-fits-all approach. Today's workforce is diverse with varying needs and challenges. Understanding the diverse needs of your entire workforce and offering a broad array of benefits is an important strategy for employee retention.”

—**Sheryl Simmons**
CEO of 3flightsHRr,
HR Consultant for Wondr Health



LIFESTYLE

Can this solution adapt to varying schedules, time constraints, or personal preferences? Look for solutions that use technology and surveys to fine tune their product to maximize engagement and connection.



GROWTH

Review how each benefit serves your population. Identify gaps in the care continuum as employee needs evolve.



LANGUAGE

Does the solution offer different languages within their platform and online or phone support? Does it reflect your population's preferred language? Is there closed captioning available for any videos?





Evaluate your communications strategy

Making benefits inclusive is incredibly important, especially now as people are struggling. Our “benefits language” needs to go far beyond medical, dental, and vision. Be intentional about communicating the benefits you offer, how your employees can access them, understand them, and ultimately use them. How you communicate your benefits sends a strong message about your DEI intent, and will impact whether or not they are adopted by your population.



THREE STEPS TO EFFECTIVELY COMMUNICATING BENEFITS OFFERINGS:



Develop a strong communications plan based on quarterly employee surveys that connects your benefits to what your employees value most.



Create a predictable cadence for your benefits announcements by establishing regular and routine communications that showcase a different benefit each pay period or month.



Get information through the right channels—by collecting preferred communications method (and permission) during onboarding you’ll know which methods of communication resonates most.

Using these steps can help create a benefits ecosystem that provides everyone equal access to opportunities that resonate with them as individuals. Inclusion occurs when everyone feels welcome to contribute, to participate, and when your people feel heard and respected. But inclusion is more than a buzzword. It’s key to a more connected, engaged workforce—and ultimately a culture that offers a better sense of security and wellbeing.

To learn more about how to amplify your DEI efforts with Wondr Health, visit wondrhealth.com/employers.