

# Communications Timeline

This timeline identifies the four communication phases for this toolkit. You'll see that each phase is a different color. Every piece in the toolkit has a corresponding color, making them easy to find and implement.

You are encouraged to distribute this timeline to your leadership, human resources personnel and other staff who will be involved in your Empower<sup>SM</sup> HSA implementation. Their knowledge of the HSA plan will only strengthen your employees' understanding of the plan and help increase adoption rates.

## Phase I: Plan and Announce

6 – 12 months  
before plan's effective date

### Goals:

- Build support among leadership, human resources personnel and staff
- Develop a communications plan using the toolkit, if you choose
- Announce the new plan offering to employees

### Actions:

- Provide training for leadership, human resources and other key staff
- Review toolkit materials and select which to use
- Distribute introductory materials to employees

## Phase II: Educate

3 – 6 months  
before plan's effective date

### Goals:

- Develop employee awareness and understanding of the HSA plan
- Increase employee interest in the HSA plan
- Make employees more comfortable with the HSA plan

### Actions:

- Begin consistent communications around the HSA plan
- Call attention to the features of the HSA plan
- Highlight employee tools and resources available from HealthPartners

## Phase III: Enroll

1 – 3 months  
before plan's effective date

### Goals:

- Help employees decide if the HSA plan is right for them
- Encourage enrollment in the HSA plan
- Provide a positive and memorable enrollment experience

### Actions:

- Continue delivering materials from the toolkit, including pieces that can be shared with family members and spouses
- Hold open enrollment meetings
- Provide a team (human resources personnel, managers, leadership and HealthPartners representatives) to answer employee questions

## Phase IV: Engage

After the plan's effective date,  
at least once a month for the  
plan year

### Goals:

- Help employees who select the HSA understand their plan
- Teach employees who select the HSA how to best use their plan
- Promote health and wellness tools and healthy behavior
- Continue increasing employee comfort with the plan

### Actions:

- Continue consistent communications around the HSA
- Encourage members to call HealthPartners with plan questions

