Keeping Benefits in Focus Year-Round

The Alliance
Self-Funding Smart®

Use this chart to promote your organization's key benefits each month*

- ▸ **Denotes monthly theme**
- ● **Denotes benefit focus**

☐ January

▸ New Year, Healthier You!

● **New Year, New Benefits Showcase**

Remind employees of the unique benefits offered after open enrollment. Share resources for free and low-cost care (if steering and tiering is part of your plan) preventative services, and wellness programs.

☐ February

▸ Bright Smile

● **Dental**

Focus on oral health, encourage employees to schedule regular dental check-ups.

☐ March

▸ Recharge and Unwind

● **Paid Time Off (PTO)**

Encourage employees to plan time off for their well-being.

☐ April

▸ Secure Tomorrow Today

● **Focus on Retirement Benefits**

Launch a campaign to boost 401K contributions.

☐ May

▸ Spring into Health

● **Wellness**

Spring wellness challenge to focus on developing healthy habits. Encourage preventative screenings and share resources for free and low-cost care (if steering and tiering are part of your plan).

☐ June

▸ Flex and Thrive: Alternatives to the 9 to 5

● **Flex Work**

Highlight summer hours or other flex work benefits to encourage work-life balance.

☐ July

▸ Eyes on Health

● **Vision**

Promote eye exams and the use of vision benefits.

☐ August

▸ Extra, Extra!

● **Extra Perks & Screenings**

Let employees know about all the little-known benefits your organization provides and remind them there is still time to schedule their preventative screenings.

☐ September

▸ Back-To-School

● **Professional Development**

Showcase available professional development resources.

☐ October

▸ Mind and Body Matters

● **Flu Season, Wellness**

Promote preventative benefits and EAP services for mental health and well-being.

☐ November

▸ Open Enrollment

● **Open Enrollment**

Promote Open Enrollment.

☐ December

▸ A Safety Net

● **Life Insurance Benefits & FSAs**

Highlight the importance of life insurance for financial security. Explain how FSAs work. Connect with the season of gratitude/ family focus.

**Based on January renewal. This handout is for informational purposes only. You'll want to adapt this plan to fit your organization's unique needs.*

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