

# INCREASE ENGAGEMENT + BENEFIT EDUCATION

## A FLORIDA HOSPITAL

### THE SITUATION

A Florida Hospital wanted to increase education and engagement about their employee benefits.



### THE SOLUTION

FBMC Benefits Management, Inc. revamped their marketing and communications approach. We used new communication strategies as well as service team excellence to help evaluate the situation and understand the employee needs.

NUMBER  
OF HOSPITAL  
EMPLOYEES

13K

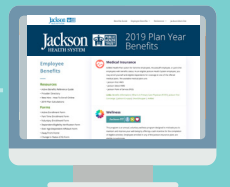
NUMBER OF  
HOSPITAL  
LOCATIONS

4

### HIGHLIGHTS

- Revamped marketing and communication approach
- New communication strategies
  - microsite
  - interactive benefits guide
  - vinyl posters
- Service team evaluation to understand clients needs

## - RESULTS -



1. MICROSITE

2. INTERACTIVE  
BENEFITS GUIDE

3. VINYL  
POSTERS

850-425-6200  
FBMC.com

**FBMC**  
BENEFITS MANAGEMENT