



U.S. MAYOR

Cities Have New Website Options to Communicate Benefits to Employees with Colonial Life

By Kathryn Kretschmer-Weyland

A partnership between The U.S. Conference of Mayors and Colonial Life gives cities new website options to better explain their benefits programs to city employees.

The company's free Youville® benefits education website now offers more choices for its city governments customers. As more employees look to the internet for benefit plan information, this enhancement truly speaks to the current needs of cities.

"Cities are spending a lot of money on benefits," said Colonial Life Benefits Communication and Education Director Dana Bagwell. "The new customization options on Youville help employers personalize their benefits information to make it relevant for their workers. Helping employees understand their needs and their choices is the key to getting the engagement and participation that make a benefits program successful."

Cities can now choose to give their benefits website's opening page a colorful, animated design or a more traditional corporate look. Both looks allow employers to then customize the site for their city with:

- their logo
- a welcome header and message
- featured home page content
- a core benefits spotlight
- information about the Colonial Life benefits the employer is offering
- a link to their preferred scheduling tool for one-to-one benefits counseling session appointments

"Content sections can be turned on or off, giving cities control over the information and what they want to emphasize to make their benefits program as effective as possible," Bagwell said. "If they want to focus on their core benefits, the site

can emphasize that. If they want to focus on increasing participation in individual benefits counseling sessions, the site can drive that."

Another new feature on Youville is a series of product videos. The company offers two-minute looks at the need for disability insurance, life insurance and accident insurance. Videos on cancer, critical illness and hospital confinement insurance will follow in the next few months. Having this information in an easy to use, online setting makes it possible for employees to share accurate information on benefits with their spouses and families.

The website enhancements also include an exchange version for employers that are sending employees to the health insurance marketplace to purchase their own coverage. This version answers questions about how to enroll in an exchange, qualification for subsidies and the different plans available. This is especially helpful for smaller businesses in a city that decide to take advantage of exchanges, but need assistance in communicating pertinent information.

The new customizable options are available to cities with as few as 100 employees, but employers of any size can take advantage of the Youville site, Bagwell noted. "Smaller employers have the same needs as larger public sector employers to personalize their benefits communication and drive greater participation and engagement," she said.

Colonial Life is the exclusive provider of voluntary benefits, benefits education and related services to The U.S. Conference of Mayors. For more information about the partnership, contact Jeff Bean with The U.S. Conference of Mayors at jbean@usmayors.org, Jen Mosca at jmosca@usmayors.org, or Carey Adamson with Colonial Life at 803-678-6156 or CLAdamson@coloniallife.com.

About Colonial Life

Colonial Life & Accident Insurance Company is a market leader in providing financial protection benefits through the workplace, including disability, life, accident, cancer, critical illness and supplemental health insurance. The company's benefit services and education, innovative enrollment technology and personal service support more than 75,000 businesses and organizations, representing nearly 3 million working Americans and their families.

More than 13,000 career agents work for Colonial Life in one of the fastest-growing segments of the insurance industry. The company has received national recognition for its excellent sales training programs, and annually receives national recognition as brokers' partner of choice in the workplace benefits market.

For more information about Colonial Life's products and services, visit the website www.ColonialLife.com. You can also connect with Colonial Life at www.facebook.com/coloniallifebenefits, www.twitter.com/coloniallife and www.linkedin.com/company/colonial-life.

