



MYTBX360 EMPLOYEE

COMMUNICATIONS OVERVIEW



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TBX® provides an innovative, easy and modern way to communicate with employees about the benefits you provide. Let us help you spread the message about benefit enrollment with a plan tailored to fit your needs through a strategy we call MyTBX360. This comprehensive communication plan informs your workforce of the new way benefits enrollment will be conducted and removes the burdens of crafting the message, delivery logistics, and cost off of you.

Leading up to open enrollment, TBX® will fulfill a communications campaign on your behalf that may include one, two, or all of the following preferences:

1. Postcard
2. Poster
3. Flyer
4. Email (5)
5. Text Message

1

2

3

4

MYTBX360 COMMUNICATION

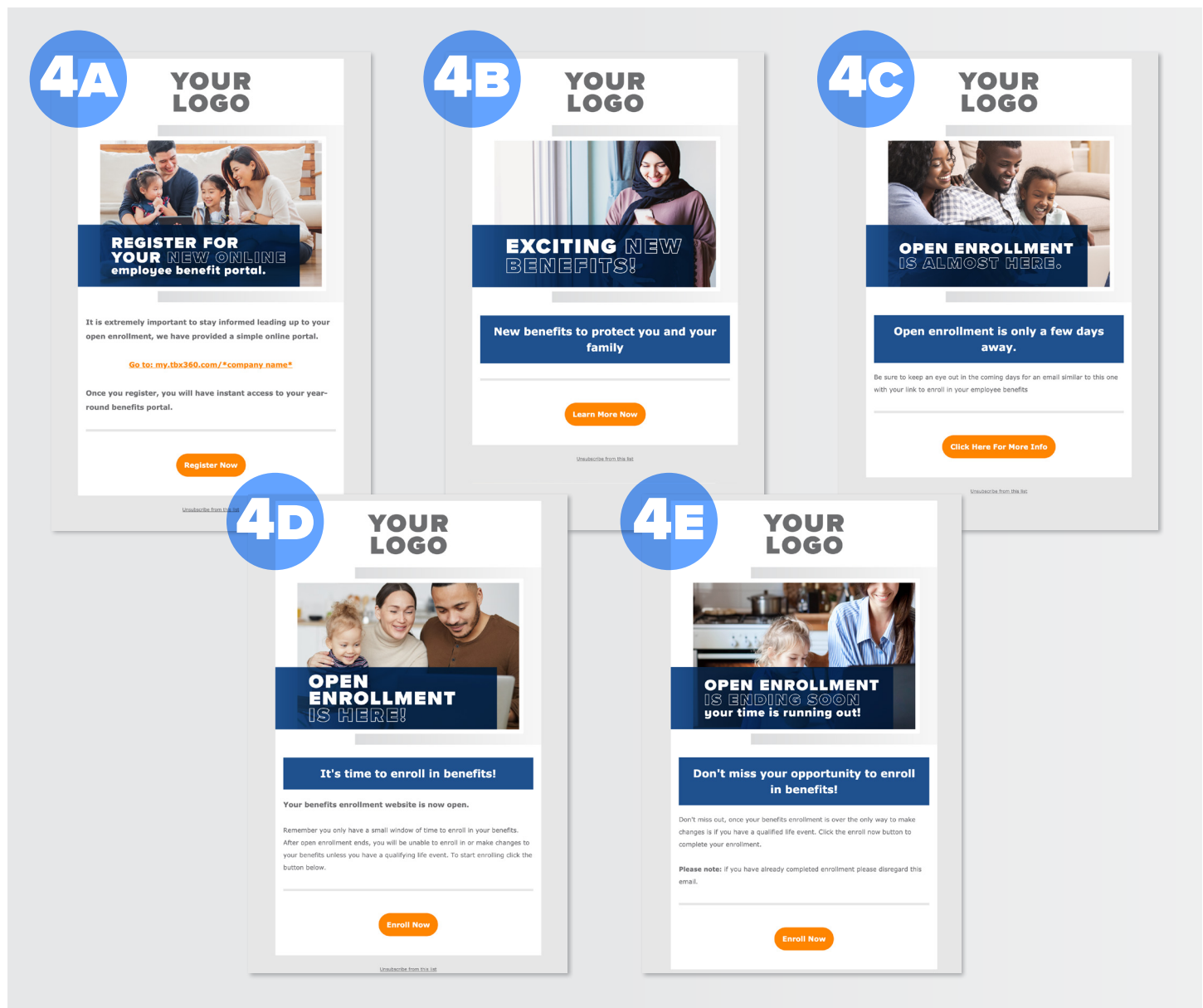
EMAIL AND TEXT

Our email and text messaging campaigns support today's mobile workforce. Messages are dynamic and engaging and serve to provide:

- Information on new benefits available during open enrollment.
- A reminder that open enrollment is coming soon.
- Notified enrollment site is live on the day open enrollment begins.
- A push to log on and enroll for those who have not done so as the end of open enrollment draws near.

Leveraging this service is easy and it's complimentary. Simply select which communication method(s) you want, then provide the employee mailing addresses, email addresses and or mobile telephone numbers -- and we'll do the rest!

- Employees can opt-out at any point should they no longer wish to receive electronic messages about their benefits enrollment.
- Standard message and data rates may apply for the electronic communication mediums.



MYTBX360 COMMUNICATION

360 MICROSITE AND BENEFITS PORTAL

Benefits education is the precursor to better enrollment decisions and when employees understand the value of the benefits being offered, participation will increase and improved health and productivity will follow. No matter how you choose to reach your population, consistent messaging will drive them to the new site.

First time users follow a quick and easy registration process to specify their communication preference in receiving benefits information (Email or Text) and gain access to the custom **Microsite** where they will receive benefit education and important information about enrollment.

360 MICROSITE LOGIN

REGISTRATION/LOGIN PAGE

EDUCATIONAL CONTENT

BENEFITS PORTAL

LOGIN PAGE

Returning users may access both the Educational Content and the **Benefits Enrollment Portal** via the **Microsite** using their user email.

