

The Benefit Plan Watch

Example of "Newsletter Teasers"

(Normally provided in MSWord in Plain Text)

"NEWSLETTER TEASERS" FOR DISPLAY ANYWHERE ON YOUR WEB SITE

The intent of this value-added feature of the Advent newsletter service is to encourage visitors to your web site to sign up to receive your newsletter. When visitors sign up you can gather useful marketing information such as the number of employees, the current benefits they provide their employees, and who their current providers are.

Don't Ignore Annual Enrollment Process - Help Employees Prepare

With 2008 just around the corner, employers nationwide are preparing for annual enrollment -- a process that allows employees to enroll or change their enrollment status in their employers' healthcare and financial protection plans. While enrolling can feel like an administrative burden in the short-term, the choices employees make during this time will impact their health care and financial protection throughout 2008...

To read the complete story, sign up for our Benefit Plan Watch newsletter.

Employer Support for Long Term Care Insurance Grows

More than 90 percent of employers offering long term care insurance at the workplace today are willing to help pay for the benefit... This is a dramatic shift from the 100-percent employee-paid coverage that represented most of the market in earlier years.

To read the complete story, sign up for our Benefit Plan Watch newsletter.

More Employers to Offer Workers Financial Incentives for Healthy Behavior

With continuing pressure to control health care costs, more companies plan to offer financial incentives to reward workers who adopt healthy lifestyles, according to a new survey... Those employers best controlling costs and increasing productivity are integrating a broad array of health management programs.

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