

# healthcare

## POST ACUTE REHABILITATION

For more information contact your Conner Strong & Buckelew representative at 1-877-861-3220.

### THE ISSUE

A national provider of Post Acute Rehabilitation, Long Term Living, Assisted Living, Memory Care, Long Term Acute Care Hospital and Respite Care runs facilities in locations across the region. Our client manages a complex communication and open enrollment campaign every year at considerable costs to the organization.

### OUR RESPONSE

To reduce the number of employee meetings and increase productivity at each location, Conner Strong & Buckelew designed a web campaign that resulted in a streamlined platform for benefit communication. Through the new process, 200 meetings were eliminated along with the cost of having to issue hard copy benefit booklets. Conner Strong & Buckelew produced high quality web video housed on a custom-designed benefits web site. Employees and their dependents can now access important benefits information 24/7, from home or work.

### THE RESULT

Through this new automated arrangement, our client has moved to an entirely paperless process and eliminated expensive meetings that pulled employees from their primary work. The web video provides consistent messaging across the organization and is available on demand when employees need the information.

