

The 2016 Hermes Awards

Public Relations/Communications

Category 77c: Internal Communication Campaign

## **Securitas Annual Enrollment Campaign Work Sample**

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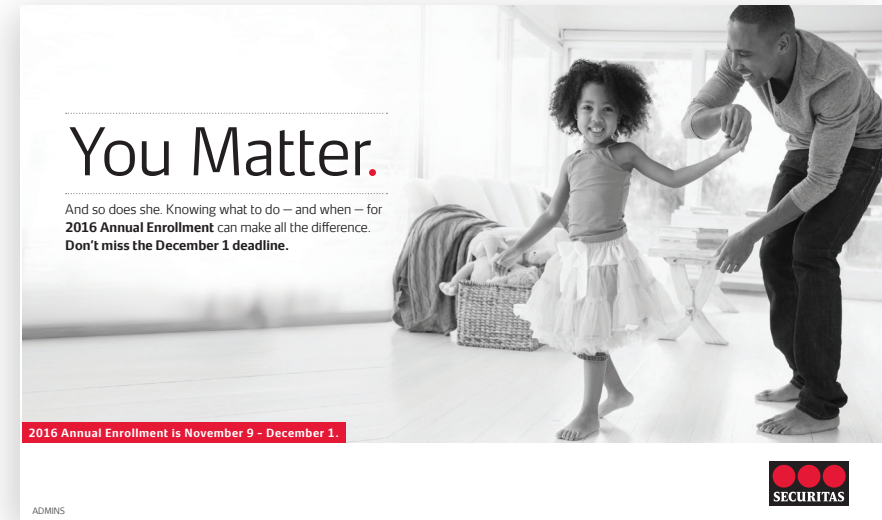
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Securitas Security Services USA, Inc. (Securitas) provides on-site, mobile and remote guarding services together with security systems and corporate risk management to thousands of businesses in the continental U.S. and Hawaii.

Securitas offers a benefits program to its nearly 100,000 employees across the country. Nearly 80,000 employees are Security Officers, where wages, personal obligations and high turnover may make it difficult for these employees to purchase comprehensive benefits coverage. However, Securitas fundamentally wants all of its employees to understand the benefits available to them, especially their medical coverage options, and to make the best choices for themselves and their families.

Historically, Securitas enrolled all of its 100,000 employees via a complicated manual paper enrollment process. The primary objective of its Annual Enrollment communication efforts was to be legally compliant. Consequently, employees received lengthy compliance-driven benefit grids within a 24-page brochure, legally required notices and reminders. Things began to change in 2014, when Securitas migrated 50,000 employees to an online enrollment platform. However, no significant changes in communication philosophy or approach were made at that time — materials remained print only and compliance-focused — and the remaining employees continued to enroll via a manual process. This manual process required HR staff to, among other tedious tasks, manually calculate and handwrite premium cost sheets for thousands of employees. As you can imagine, the process was time-intensive and costly.

For 2016 Annual Enrollment, Securitas wanted to move another 18,000 employees to their online enrollment platform. At the same time, they wanted to provide a centralized resource of information for their approximately 400 – 500 nationwide HR managers, enhance the communications experience for employees and reduce the cost of communications, all with minimal noise.



## You Matter.

And so does she. Knowing what to do — and when — for **2016 Annual Enrollment** can make all the difference. **Don't miss the December 1 deadline.**

2016 Annual Enrollment is November 9 - December 1.

ADMINS



2016 Annual Enrollment  
November 9 - December 1

## You Matter.

### Welcome to 2016 Annual Enrollment!

This is your first stop as you get ready to make your benefit decisions for next year. Click for resources to help you make the best decisions for you and your family.



#### Medical

What medical option will meet your needs next year?



#### Disability and Life Insurance

Do you need insurance that protects you and your family?



#### Dental, Vision, EAP and 401(k)

Want to know more about your other benefits?



#### Decision Tools

Not sure what insurance you need? Decision Tools can help.



#### Legal Notices

Need the fine print? You'll find it here.



#### Contacts

Phone numbers, websites and more.

### What to do:

- 1 Learn more about your **medical coverage choices** and the **penalty** you'll pay if you don't have medical coverage next year.
- 2 Decide whether you need **disability, life, dental or vision insurance**. Consider the **401(k) plan**, too.
- 3 **Starting November 9**, **click or call** for benefit details and to elect your 2016 benefits.

Avoid the ACA Penalty

QUICK LINKS:

[Enroll Online](#)

[Enroll by Phone](#)

[Contacts](#)

## PARTNERING WITH LEADERSHIP

From the beginning, the Benefits team collaborated with Executive Leadership, which included the Executive Vice President and the Human Resources Vice Presidents throughout the organization. To ensure buy-in, concepts and strategy were presented to the Leadership team for feedback early on. In addition, two presentations and conference calls were held to keep all parties informed and to provide a forum for feedback.

### You matter.

This benefits brand focuses on the importance of the employee with a simple but powerful tagline: *You matter*. Our 2016 Annual Enrollment campaign introduces our new benefits tagline by featuring it as an oversized headline. This headline would continue to appear on all materials throughout the campaign, partnered with beautiful and emotional black-and-white images of people with their loved ones, or even alone, in a beautiful setting. The period at the end of *You Matter*. is a play on the Securitas logo, and makes the statement even more definitive. For future campaigns, *You matter*. can move to a secondary position, as we evolve the brand and develop additional materials. However, it would remain the underlying theme and message of all benefits communication, no matter what the campaign.



# You Matter.

And so does he. Make sure you have benefits coverage for both of you.

**Watch for your 2016 Annual Enrollment materials.**

Questions? Contact your local Branch Office/HR Representative.



## Media Plan/Master Calendar

September 2015	October 2015	November 2015	December 2015	January 2016	February 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016
<b>HR</b>											
<ul style="list-style-type: none"> <li>• Training on Aon website</li> <li>• Monthly Town Hall</li> <li>• Did you know? eblast</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• E-card announcing launch of HR microsite (10/9)</li> <li>• Launch HR microsite (on or before 10/12)                             <ul style="list-style-type: none"> <li>• Did you know? eblast</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> <li>• E-card announcing Aon-administered employee OE information posted on microsite (11/6)</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> <li>• E-card announcing Ben Admin Guide posted to HR microsite (1/1)</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Town Hall</li> <li>• Did you know? eblast posted on HR microsite</li> </ul>
<b>EMPLOYEES</b>											
<ul style="list-style-type: none"> <li>• Legacy Enrollment Packet (arrives on or before 10/12)                             <ul style="list-style-type: none"> <li>• OE Envelope</li> <li>• WNF</li> <li>• YHCB (7 versions)</li> <li>• BAF</li> <li>• PRS</li> <li>• Hartford enrollment materials</li> <li>• EAP Flyer</li> </ul> </li> <li>• Posters (12 x 18) (Hang 10/26)</li> </ul>	<ul style="list-style-type: none"> <li>• 2016 Legacy Open Enrollment (10/12 – 11/9)                             <ul style="list-style-type: none"> <li>• BAFs due 11/18</li> </ul> </li> <li>• 2016 Aon Open Enrollment (11/9 – 12/1)                             <ul style="list-style-type: none"> <li>• Launch mailer to home (Admins, Group 5 SOs, Other SOs; mails 11/2)</li> <li>• Launch e-card (Admins; distributes 11/9)</li> <li>• Microsites (Admins, Group 5 SOs, Other SOs; launch 11/9)</li> <li>• Message and banner on mysecuritas.com</li> <li>• Reminder e-card (1 version; distributes 11/23)</li> </ul> </li> </ul>			<ul style="list-style-type: none"> <li>• Monthly Anthem flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Anthem flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Anthem flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Anthem flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Anthem flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Anthem flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Anthem flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Anthem flyer</li> </ul>
		<ul style="list-style-type: none"> <li>• Time-off communications campaign</li> </ul>		<ul style="list-style-type: none"> <li>• ACA employee communication</li> </ul>							
<b>NEW HIRES</b>											
			<ul style="list-style-type: none"> <li>• Launch new hire communications (12/2)                             <ul style="list-style-type: none"> <li>• Home mailer (Admins, Group 5, Other SOs)</li> <li>• Splash page on microsite (Admins and SOs)</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• Home mailer (4 versions)</li> </ul>	<ul style="list-style-type: none"> <li>• Home mailer (4 versions)</li> </ul>	<ul style="list-style-type: none"> <li>• Home mailer (4 versions)</li> </ul>	<ul style="list-style-type: none"> <li>• Home mailer (4 versions)</li> </ul>	<ul style="list-style-type: none"> <li>• Home mailer (4 versions)</li> </ul>	<ul style="list-style-type: none"> <li>• Home mailer (4 versions)</li> </ul>	<ul style="list-style-type: none"> <li>• Home mailer (4 versions)</li> </ul>
<b>OTHER COMPANY INITIATIVES</b>											
IT: ACA Reporting											
IT: U.S. Time-off Program											

Payroll: New payroll system for Government Services




## KEEPING LEADERSHIP IN THE LOOP

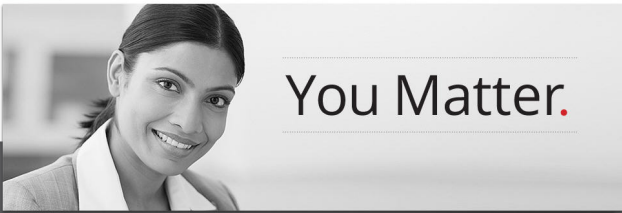
As the campaign progressed, the Benefits team continued to have one-on-one phone calls with Leadership, shared a Designs at a Glance document to set expectations, and provided a preview of media elements as they materialized.



## Benefits Micro Site



Home • Annual Enrollment • New Hires • Benefits Administration • Learning Materials • Contacts




Welcome to SecuritasHRBenefits.com! We know you work hard every day, helping employees understand their Securitas benefits and enabling them to use those benefits wisely. You matter to employees, and you matter to us... which is why we developed this benefits website just for you. It's designed to help you do your job faster and more efficiently.

- Under Annual Enrollment** are the tools and resources you need for both Legacy Group and VSM Group as they embark on this year's Annual Enrollment process.
- Beginning December 2015, **New Hires** will have tools to help you support employees as they become part of the Securitas family.
- Early next year, **Benefits Administration** will provide additional guidance as you administer your employees' benefits.
- Over time, we'll develop resources designed to keep you up to date on topics of HR interest. These will be posted on **Learning Materials**.
- The contacts you need with their phone numbers and websites are posted under **Contacts**.

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C&B Update | 11-18-15

## Benefits Micro Site




Securitas HR LOGIN

Please enter the new password that was provided to you on November 5.

Don't have the password?  
Call the Benefits Department at 1-816-706-6880 from 7:00 a.m. to 5:00 p.m. Monday through Friday.

C&B Update | 11-18-15

## Benefits Micro Site



- Under Annual Enrollment** are the tools and resources you need for both Legacy Group and VSM Group as they embark on this year's Annual Enrollment process.
- Beginning December 2015, **New Hires** will have tools to help you support employees as they become part of the Securitas family.
- Early next year, **Benefits Administration** will provide additional guidance as you administer your employees' benefits.
- Over time, we'll develop resources designed to keep you up to date on topics of HR interest. These will be posted on **Learning Materials**.
- The contacts you need with their phone numbers and websites are posted under **Contacts**.

Currently active

Will contain cheat-sheets on how to process certain employee events

Currently being built. Will include tools to assist HR with the new hire process

Currently Active

Will contain "Did You Know" training.

- Benefit Group 101
- FT/PT Status
- Transfers
- Leaves
- Afters
- Life Claims
- ACA 101
- ACA Tax Forms
- ACA Stability Period

C&B Update | 11-18-15

## BRANDING GUIDELINES

To ensure the new benefits brand was executed correctly, we developed design guidelines that Securitas could share with their various benefits vendors and communications teams.



Style Guide

### Sample Treatment

Open Enrollment Poster

**Images**  
Images should be beautiful, inspirational black & white photos of individuals with their loved ones or alone. The key to this approach is compelling and even unexpected photography with personality, in full-length whenever possible.

**You Matter.**  
The font is SecuritasSerifTT Light. In the sample provided, all text size is 12 points. The body copy should start with "And so does her/his or they". Font is SecuritasSerifTT Light and in the sample provided all text size is 12 points.

The red circle is a size of Securitas logo. It is not a dot or a period, it is a circle.

**Lines**  
The lines are 1 point Japanese dots. The color is 70% Black.

**OE Tagline**  
The 2016 Open Enrollment tagline is SecuritasSerifTT Light and it should be opposite the Securitas logo.



### SECURITAS Standards

#### Colors



Name	CMYK	RGB
SECURITAS Blue	40% 40% 100% 0%	28 28 100
SECURITAS Green	100% 40% 100% 0%	0 100 100
SECURITAS Yellow	0% 0% 100% 0%	100 100 0
SECURITAS Purple	100% 0% 100% 0%	100 0 100
SECURITAS Black	100% 100% 100% 100%	0 0 0
SECURITAS White	0% 0% 0% 0%	100 100 100
SECURITAS Red	100% 0% 0% 0%	100 0 0

#### Typography

ABCDEF GHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%

SecuritasSerifTT Light

ABCDEF GHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%

SecuritasSerifTT Light Bold

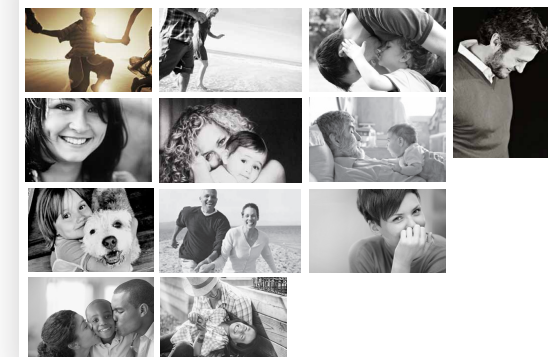
ABCDEF GHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%

SecuritasSerifTT Bold

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0123456789  
!@#\$%

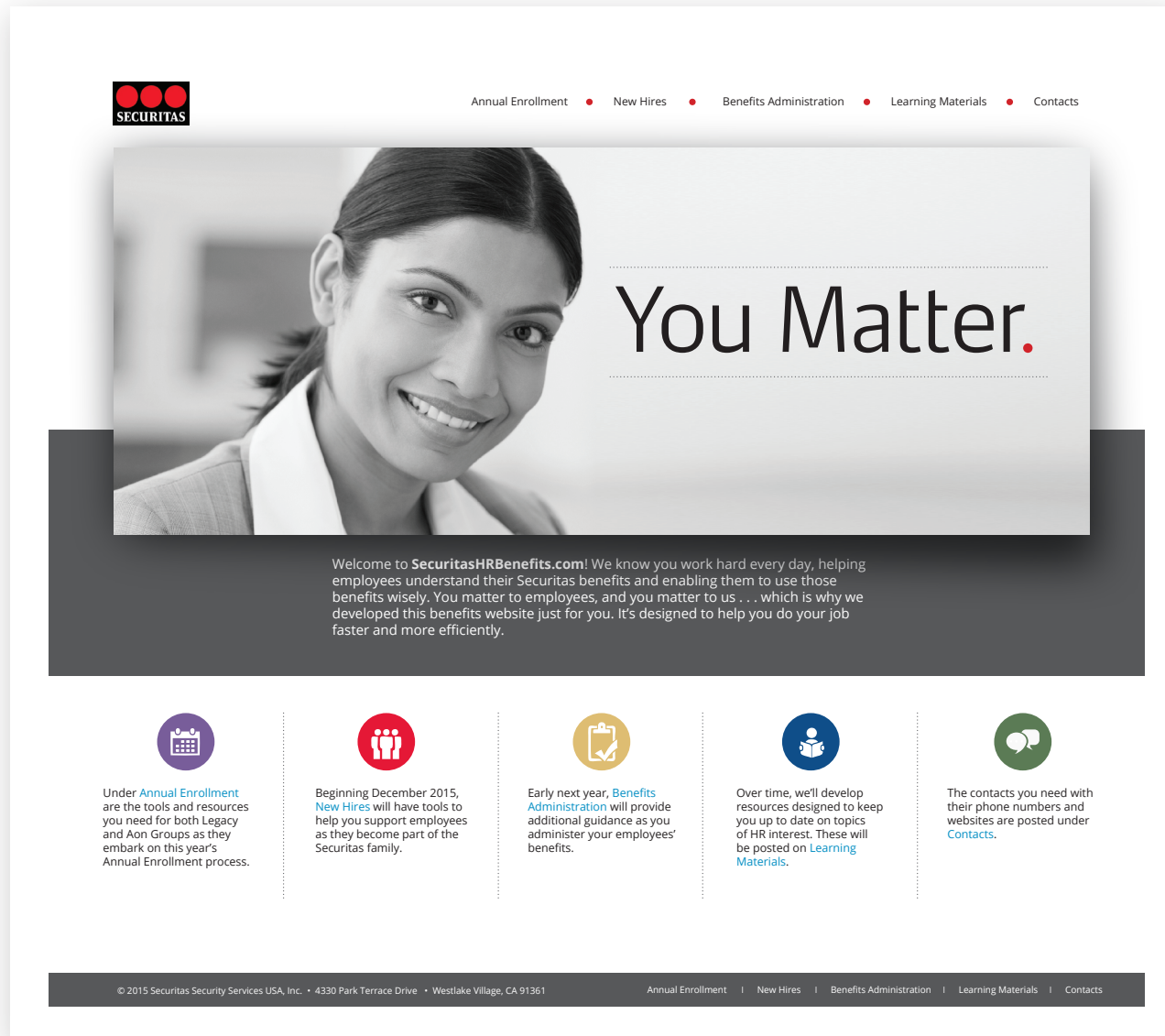
SecuritasSerifTT Bold Italic

### Image Samples

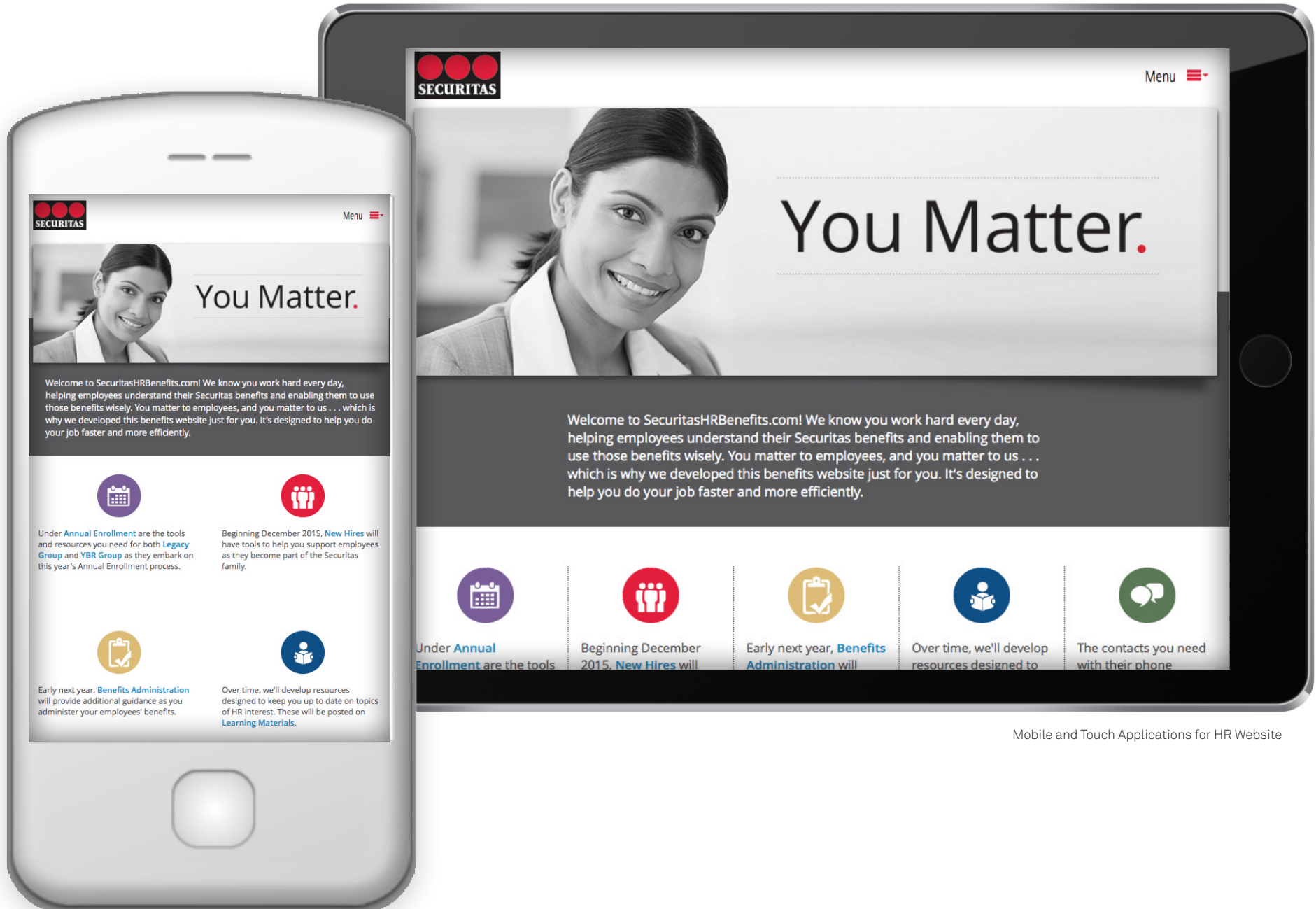


## EFFICIENCIES FOR HR MANAGERS

One of our main objectives was to create a one-stop shop where HR Managers could access the information they need for Annual Enrollment and beyond. This website did just that. To visit the website online go to <http://securitas.bluecommunications.com> (password: blue), then click **HR site**. (Note: Because the password for the HR site changes regularly, we've moved a mirror version of the site to the Blue domain for the purposes of this awards submission.)





All websites have been designed for ease of use on mobile and touch devices as well.



Mobile and Touch Applications for HR Website

## HERE WE GO!

We developed a series of eCards to communicate with HR Managers throughout the campaign. The first eCard launched the new HR website. To create consistency from the launch eCard to their new site, we used the same imagery on both. The second and third eCards provided additional direction and reminders to HR Managers, each time driving them to their new centralized online resource via a large button at the bottom of the eCard.

# You Matter.

Every day, employees reach out to you with questions and concerns. And every day, you're there for them, giving them what they need, whether it's information, guidance or just someone to listen. You matter to employees, and you matter to us. That's why we developed [SecuritasHRBenefits.com](https://SecuritasHRBenefits.com) (Password: youmatter).

**Here's what you can expect:**

- The site will launch on October 9 to coincide with 2016 Annual Enrollment for Legacy employees, which is **October 12 - November 6**. When you visit [SecuritasHRBenefits.com](https://SecuritasHRBenefits.com), you'll find tools and resources to help you navigate these employees through the enrollment process.
- 2016 Annual Enrollment for YBR employees is **November 9 - December 1**. As we get closer to November 9, we'll post YBR tools and resources for you.

**Aon Is Now YBR**

Some employees have been confused when contacting Your Secure Benefits Center, as they expected to reach a person named Aon. Your Benefits Resources, or YBR, is the benefits administrator employees call for answers to their benefit questions, or to enroll in or make changes to their benefits. Going forward, we'll refer to employees whose benefits are administered by YBR as the **YBR Group**.



**In late 2015 and throughout next year, we'll add information to help you with new hires, benefits administration and more.**

Questions? Call the Benefits Department at 1-818-706-6800.

**Take me to the site!**

Password: youmatter

Launch eCard

# You Matter.

2016 Annual Enrollment for employees whose benefits are administered by Your Benefits Resources (YBR) is November 9 - December 1.


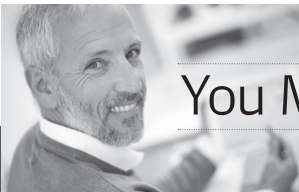
To help you get ready, we've posted additional tools and resources on [SecuritasHRBenefits.com](https://SecuritasHRBenefits.com) (Password: youmatter). Simply log on, click Annual Enrollment/YBR Group and everything you need to do your job will be at your fingertips. This includes:

- The steps you need to take to prepare for YBR Annual Enrollment
- Information about the Affordable Care Act (ACA)
- Samples of employees' Annual Enrollment communications. These include links to benefit microsites we created for the three YBR Groups:

- Administrative Staff
- Guards (Security Office)
- Officers (Security Office)

• Contacts you'll need, from vendors to HR.

If you have any questions, please contact the Benefits Department at 1-818-706-6800. And... welcome back to Securitas.

# You Matter.

2016 is almost here, and the new year will bring many new members to our Securitas family.

To help you support newly hired employees and current employees newly eligible for Securitas benefits, we've posted additional tools and resources on [SecuritasHRBenefits.com](https://SecuritasHRBenefits.com) (new password: 2016Benefits). Simply log on, click New Hires and everything you need to do your job will be at your fingertips for both Legacy and YBR employees.

Please pay special attention to the steps needed to navigate your employees through the enrollment process as they're different from the steps you followed for Annual Enrollment.

If you have any questions, feel free to call the Benefits Department at 1-818-706-6800. And... welcome back to [SecuritasHRBenefits.com](https://SecuritasHRBenefits.com).

**Take me to SecuritasHRBenefits.com**

eCard 2

eCard 3



## THE PIECE THAT STARTED IT ALL...

This poster launched the campaign, introducing employees to the new brand and promoting the upcoming Annual Enrollment period.



# You Matter.

And so does he. Make sure you have benefits coverage for both of you.

**Watch for your 2016 Annual Enrollment materials.**

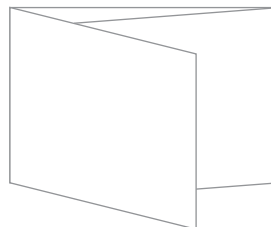
Questions? Contact your local Branch Office/HR Representative.





## REACHING OUT TO EMPLOYEES' FAMILIES

The Annual Enrollment mailer was sent to employees' homes. It continued to introduce the new benefits brand, set expectations for the upcoming enrollment period, and introduced employees and spouses to their new educational benefits website.



It's the little things you do each day that matter.

- You find time to visit your elderly grandmother.
- You volunteer at a food bank, a homeless shelter, a hospital.
- You recycle paper, plastic, bottles and cans.
- You work hard to ensure the Company's success.
- You run errands for your wife on your way home from work because it will make the evening easier for her.
- You tuck your son into bed each night and read him a story — two if he's been extra good.
- You plan a surprise party for your niece's birthday, just because.
- You care for animals who need food, shelter and love.
- You go with your best friend to the doctor because she's scared and she wants you there.

**Yes. You Matter.**

**And so does your family.**

That's why you'll want to take advantage of the benefits Securitas offers to help protect your health and that of your family, secure your financial future and safeguard your wellbeing. Chances are you've used your Securitas benefits during the year, but Annual Enrollment is your opportunity to learn more about them and decide if what you have today is what you'll need tomorrow.

One of the most important Securitas benefits to consider is medical coverage. Being healthy makes a real difference to all of us. One way to stay healthy is to have medical coverage, which provides free preventive care and additional care when you need it. Remember ... the Affordable Care Act (ACA) requires you to have medical insurance or pay a penalty. When you enroll in a medical plan through Securitas, you meet the ACA requirements and avoid the penalty.

**Take time to learn about your Securitas benefits.** Understanding your options helps you make the right decisions for you and for your family. And knowing what to do — and when — makes all the difference. Be sure to enroll by **December 1.**

**Making things easier for you.**

Your time matters, which is why we're giving you a faster and better way to learn about your benefits during Annual Enrollment. It's easy.

**Use your phone, tablet or computer to visit [SecuritasAdminBenefits.com](http://SecuritasAdminBenefits.com), where you'll find:**


- Steps you need to take to get ready for Annual Enrollment.
- Decision tools to help you figure out what kinds of insurance you need next year.
- More information about the ACA's requirements.
- A link to Your Secure Benefits Solutions, where you can log in and:
  - Get detailed information about your 2016 benefit plans
  - Use online tools to compare your medical plans
  - Enroll for your 2016 benefits.


If you prefer, you can call **Your Secure Benefits Center** at 1-855-596-7455 (9 a.m. – 5 p.m. Central time, Monday – Friday) to talk with a representative who can answer your questions and help you enroll. Enroll online or over the phone. It's your choice.

**2016 Annual Enrollment is November 9 - December 1.**

## DRIVING EMPLOYEES TO THEIR NEW WEBSITE

This eCard directed Administrative employees to click a button that took them to their new website.











# You Matter.

**Annual Enrollment starts today and runs through December 1.**

It's your once-a-year opportunity to learn more about your benefits and make changes for 2016.

Securitas offers a benefits program designed to help protect your health, secure your financial future and safeguard your wellbeing. We want you to have the information you need to make the right decisions about your benefits, especially medical coverage. That's why we developed a new benefits information website for you — **SecuritasAdminBenefits.com**. There, you'll find:

-  Decision tools to help you determine what insurance you need
-  Information about the penalty you'll pay if you don't have medical coverage next year
-  News about other medical plan options you may have
-  Highlights about your disability and life insurance options, the EAP and 401(k) Plan
-  Websites and phone numbers to get answers to your benefit and/or enrollment questions
-  An Enroll Now button so you can enroll/make changes for 2016.

Keep your family healthy and secure by choosing the benefits that are right for you.  
Visit **SecuritasAdminBenefits.com** today.

I'm ready to  
**Get Started**

Launch eCard

An educational benefits website for employees offered online decision tools, information about the ACA penalty and other medical plan options that may be available, contact information, legal notices, quick links to enroll either online or by phone . . . and for the Guards, tools to help them estimate their medical plan contribution. To visit the website online go to <http://securitas.bluecommunications.com> (password: blue), then choose one of the employee sites. (Note: Because Annual Enrollment is over, the live versions of these employee websites have changed. We've moved them to the Blue domain for the purposes of this awards submission.)

**2016 Annual Enrollment**  
November 9 - December 1

## You Matter.

**Welcome to 2016 Annual Enrollment!**

This is your first stop as you get ready to make your benefit decisions for next year. Click for resources to help you make the best decisions for you and your family.

**Medical**  
What medical option will meet your needs next year?

**Disability and Life Insurance**  
Do you need insurance that protects you and your family?

**Dental, Vision, EAP and 401(k)**  
Want to know more about your other benefits?

**Decision Tools**  
Not sure what insurance you need? Decision Tools can help.

**Legal Notices**  
Need the fine print? You'll find it here.

**Contacts**  
Phone numbers, websites and more.

**What to do:**

- 1 Learn more about your [medical coverage choices](#) and the [penalty](#) you'll pay if you don't have medical coverage next year.
- 2 Decide whether you need [disability](#), [life](#), [dental](#) or [vision](#) insurance. Consider the [401\(k\) plan](#), too.
- 3 **Starting November 9**, [click](#) or [call](#) for benefit details and to elect your 2016 benefits.

**Avoid the ACA Penalty**

**QUICK LINKS:** [Enroll Online](#) [Enroll by Phone](#) [Contacts](#)

Because the benefits vary significantly among the three employee groups, three variations of the website were necessary and each employee group received a different URL:

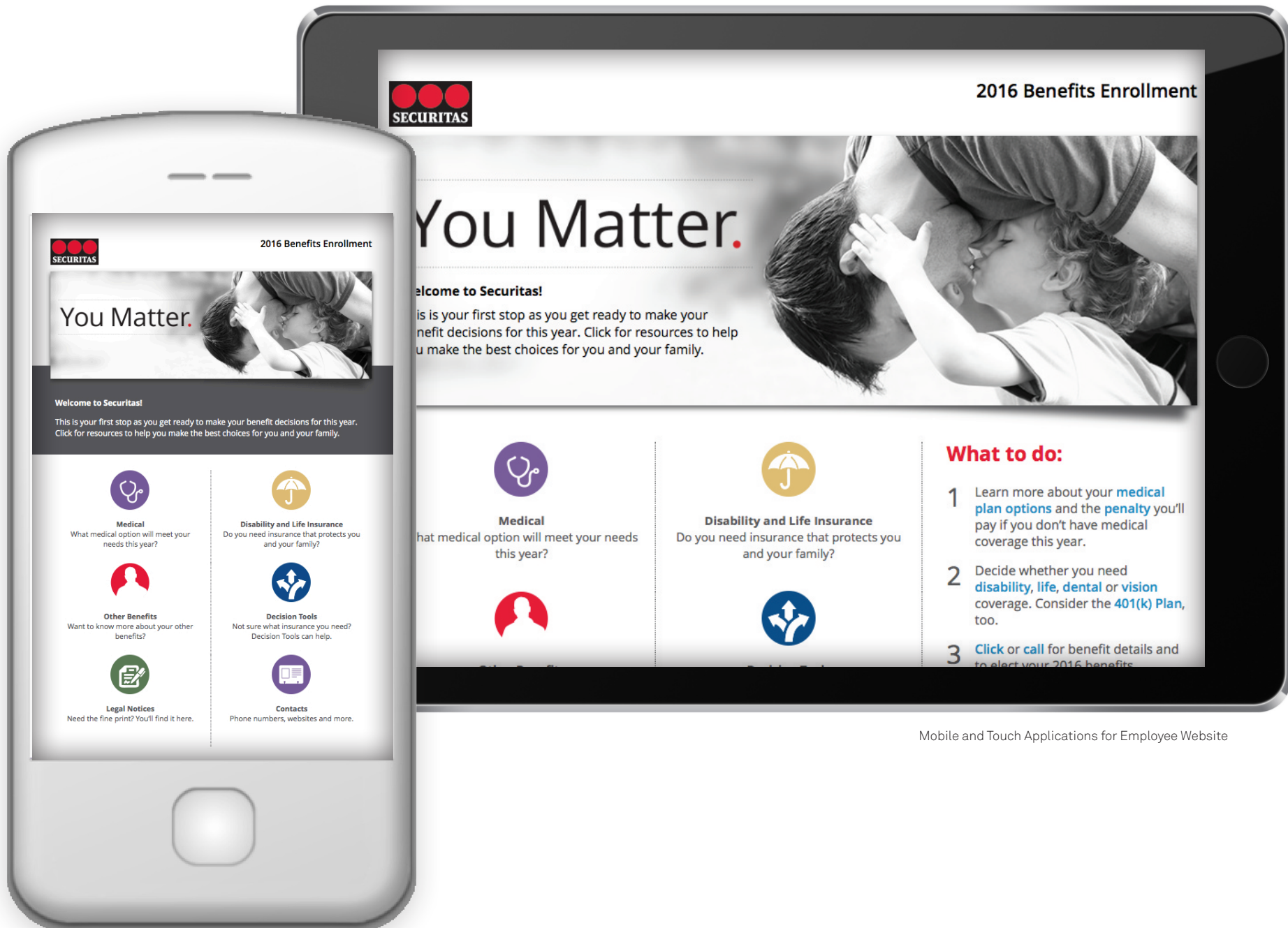
[www.SecuritasAdminBenefits.com](http://www.SecuritasAdminBenefits.com)

[www.SecuritasGuardBenefits.com](http://www.SecuritasGuardBenefits.com)

[www.SecuritasOfficerBenefits.com](http://www.SecuritasOfficerBenefits.com)

These sites are currently live, but have been altered since Annual Enrollment. The sites accessible through the Blue website (see above) are a mirror version of the Annual Enrollment sites.

All websites were designed for ease of use on mobile and touch devices as well.



Mobile and Touch Applications for Employee Website

## HELPING EMPLOYEES AND FAMILIES MAKE IMPORTANT DECISIONS

For each benefit offering, we created an easy one-page decision tool to help employees understand their coverage options, decide whether or not to elect coverage, and how much to purchase. The medical plan decision tool is shown below. The others can be viewed online at each respective employee website (see previous page for instructions).

.....

# You Matter.

.....

## MEDICAL DECISION TOOL

Which medical plan is right for you? Use the questions below to help decide which plan might be best for you and your family. For a more detailed side-by-side comparison of the Aetna Point of Service (POS) Plan and Aetna Health Maintenance Organization (HMO), visit Your Secure Benefits Solutions at [www.yoursecurebenefitsolutions.com](http://www.yoursecurebenefitsolutions.com) and click **Estimate Your Medical Costs**. You also have other medical plan options to consider. Find out more at [You've Got Choices!](#)

**And don't forget: You must have medical coverage next year, or you'll pay a penalty under the Affordable Care Act (ACA). Learn more at [Avoid the ACA Penalty](#).**

Do you ...	You might consider ...		Reasons why
	Aetna POS	Aetna HMO	
<b>Want the flexibility to see any provider?</b>	●		You can see any provider you wish with Aetna POS, and you'll pay less out of pocket when you use in-network providers.
<b>Want to pay lower contributions?</b>		●	With Aetna HMO, your contributions will be lower.
<b>Want to pay less when you receive care?</b>		●	With Aetna HMO, you'll pay less when you receive care, but you must use in-network providers.
<b>Expect that you'll have high medical expenses in 2016?</b>		●	Aetna HMO can protect you from high medical bills because hospital services are covered at 100% and the annual out of pocket maximum is lower.
<b>Expect that you'll have low to moderate medical expenses in 2016 (e.g., annual exam and occasional office visits)?</b>	●		With Aetna POS, you'll pay lower monthly contributions, but you'll pay more when you receive care. Even so, you may not pay as much over the course of the year as you would in the Aetna HMO.  Aetna has a tool that enables you to model different cost scenarios. Visit <a href="http://www.aetna.com">www.aetna.com</a> , log in and enter your password, then click <b>Member Payment Estimator</b> .

**What does this mean?**


If you don't have doctor or network preferences, Aetna HMO might be the right choice for you. You'll pay less when you get care, but it's your responsibility to make sure every provider you see is in the network. If you visit an out-of-network provider, you may be required to pay the full cost of the visit.

If you want the flexibility to see any provider you wish without first getting a referral, Aetna POS may be the right choice for you. Keep in mind that you'll pay more in contributions (minimal) and at the time you seek care.

The choice is yours to make based on your needs.

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This microsite provides general benefits plan and enrollment information only. For specific details, conditions and exclusions, please refer to the materials provided on the enrollment site at [www.yoursecurebenefitsolutions.com](http://www.yoursecurebenefitsolutions.com) and to your Summary Plan Description (SPD) and benefits booklets or collective bargaining agreement, if appropriate. If there is a discrepancy between this microsite and the SPD, the SPD will govern.

ADMS


## CALCULATING THE COST

This tool was available to Guards to help them determine their total cost for coverage under each Securitas medical plan. The calculation is quite complicated (based on the design established by the actuaries). As a result, this year for the first time, an online interactive tool was developed that allowed Guards to enter their pay and certain other assumptions, and the worksheet calculated their cost for coverage for them. In prior years, the Call Center was deluged with phone calls after the first pay period of the year from Guards who had not understood their cost for coverage when they elected it. In January 2016 they have received no such calls.

**2016 Medical Premium Estimator**  
**Bronze - Employee Only Coverage**



**ANSWER THE FOLLOWING QUESTIONS TO CALCULATE YOUR ESTIMATED COSTS**

- What is your average hourly pay rate?
- How many hours do you usually work per week?
- Are you paid weekly (Y/N)?
- What state do you normally work in?

**Estimated Bronze "Employee Only" Costs**


If you work 35 hours per week. Your estimated costs:	<b>\$45</b> per paycheck
If you work 30 hours per week. Your estimated costs:	<b>\$39</b> per paycheck
If you work 40 hours per week. Your estimated costs:	<b>\$52</b> per paycheck

**Your total deduction depends on the benefits elected and can be significantly higher than the cost estimated above.**

If you add dependents	<b>+\$55</b> per paycheck
If you buy-up to the Silver level plan	<b>+\$55</b> per paycheck
If you elect dental	<b>+\$5</b> per paycheck
If you elect vision	<b>+\$5</b> per paycheck

**Any additional costs will be calculated on the Your Secure Benefits Solutions system at [www.yoursecurebenefitsolutions.com](http://www.yoursecurebenefitsolutions.com)**

Medical Plan Cost Estimator



# You Matter.

### YOUR MEDICAL PLAN PREMIUM EXAMPLES

To help you better understand how to complete your worksheet, we've created examples of two fictitious Securitas employees who choose different plans and coverage levels for themselves. Follow them as they estimate their total medical contribution for 2016.

**Example #1: Do the Math with Steve**

The following example calculates the per-pay-period cost estimate for employee-only coverage in the Secure Bronze Plan for an employee who doesn't want dental or vision coverage and who won't be contributing to the 401(k) Program.

Steve is a Securitas employee who decides to enroll for employee-only medical coverage in the Secure Bronze Plan. Steve is paid weekly. He estimates that his hourly pay rate next year will be \$10, and he expects to work an average of 40 hours per week. Using the worksheet, Steve is able to estimate how much he'll pay for medical coverage in the Secure Bronze Plan next year. However, Steve knows that if his hourly pay is higher than he expects, his actual cost will be higher, and if his hourly pay rate is lower than he expects, his actual cost will be lower.

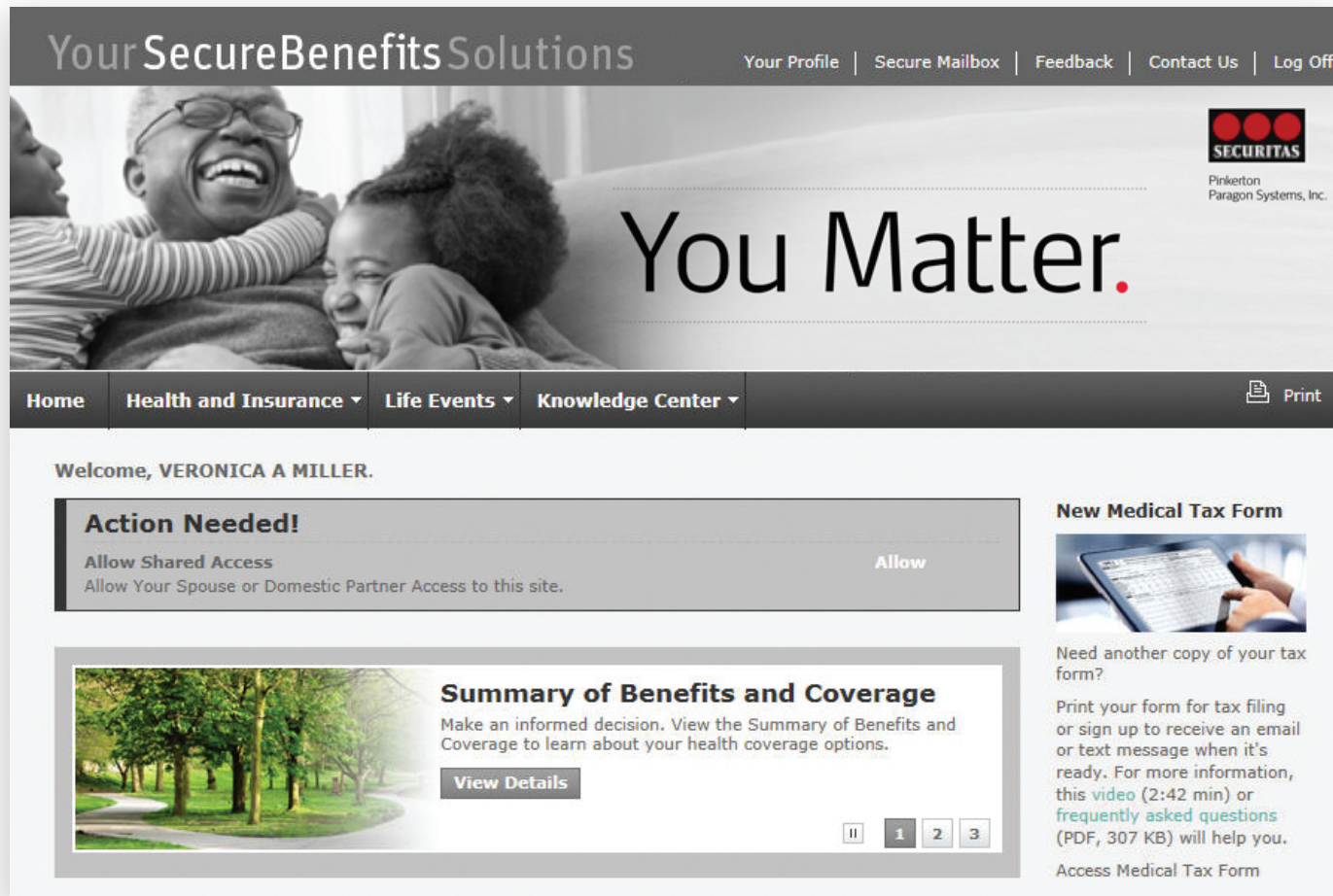
1	Instructions	Math	Result
	Steve estimates that he'll be paid \$10 per hour next year. He writes this number in <b>Box A</b> at right.		<b>A</b> \$10
	Steve estimates that he'll work 40 hours per week next year. He writes this number in <b>Box B</b> at right.		<b>B</b> 40
	Steve multiplies <b>Box A</b> by <b>Box B</b> . He writes the result in <b>Box C</b> at right. <b>These are his estimated weekly earnings.</b>	$\frac{\$10}{\text{Box A}} \times \frac{40}{\text{Box B}} =$	<b>C</b> \$400
	Since Steve is paid weekly, he writes his result from <b>Box C</b> in <b>Box D</b> at right.	Weekly pay: $\frac{\$400}{\text{Box C}} =$	<b>D</b> \$400

Medical Plan Cost Estimator Worksheet



## TIME TO ENROLL

The Annual Enrollment website was a vehicle to enroll for 2016 benefits and also provided tools and information, including the Medical Plan Cost Estimator and the Benefits Guide. Access to the enrollment site was made easy: employees could link to it through the educational benefits website.



The screenshot displays the Securitas Annual Enrollment Website. The header features the title "Your Secure Benefits Solutions" and navigation links: "Your Profile", "Secure Mailbox", "Feedback", "Contact Us", and "Log Off". A large banner image shows a family laughing, with the text "You Matter." overlaid. The Securitas logo and "Pinkerton Paragon Systems, Inc." are in the top right. A dark navigation bar contains "Home", "Health and Insurance", "Life Events", and "Knowledge Center", along with a "Print" icon. The main content area welcomes "VERONICA A MILLER." and includes three sections: "Action Needed!" with an "Allow" button, "Summary of Benefits and Coverage" with a "View Details" button, and "New Medical Tax Form" with a "Need another copy of your tax form?" link. A footer shows a page indicator "1 2 3".

**Your Secure Benefits Solutions** | Your Profile | Secure Mailbox | Feedback | Contact Us | Log Off

**You Matter.**

SECURITAS  
Pinkerton  
Paragon Systems, Inc.

Home | Health and Insurance | Life Events | Knowledge Center | Print

Welcome, VERONICA A MILLER.

**Action Needed!**  
Allow Shared Access  
Allow Your Spouse or Domestic Partner Access to this site. [Allow](#)

**Summary of Benefits and Coverage**  
Make an informed decision. View the Summary of Benefits and Coverage to learn about your health coverage options.  
[View Details](#)

**New Medical Tax Form**  
Need another copy of your tax form?  
Print your form for tax filing or sign up to receive an email or text message when it's ready. For more information, this [video](#) (2:42 min) or [frequently asked questions](#) (PDF, 307 KB) will help you.  
[Access Medical Tax Form](#)

1 2 3

Annual Enrollment Website



## EXCEEDING EXPECTATIONS MEANS SUCCESS!

Adopting a streamlined approach to communicating Annual Enrollment was a novel — and ultimately satisfying, comparatively inexpensive and extremely successful — experience for Securitas.

OBJECTIVE	RESULT																														
1. Implement a significant shift in their benefits communication approach through creative, engaging and effective Annual Enrollment communications, including a brand, tagline and messaging for the first time.	<p>We launched a powerful brand built on (1) a simple but meaningful tagline (You Matter.), (2) beautiful black-and-white photos of people with their loved ones which visually reiterated the tagline, and (3) consistent messaging that reinforced the words and images, and resonated throughout the organization. <b><i>“VPHRs loved the clean new look and thought it was very well done. I sensed pride in the product they could provide the employees.”</i></b> Rod Musser, VP Compensation &amp; Benefits.</p>																														
2. Reduce the burden on local HR managers by providing a centralized online library of benefits information, tools and employee communications.	<p>We introduced a new, centralized online resource for HR managers. Our online Google analytics show that 93% of HR managers visited the site during Annual Enrollment and nearly half visited the site multiple times. The chart below provides additional details.</p> <table><tr><th></th><th>Start of Annual Enrollment (Oct. 9)* – End of Annual Enrollment (Dec. 1)</th></tr><tr><td>Number of Visits</td><td>781</td></tr><tr><td>Number of Users</td><td>440</td></tr><tr><td>Number of Page Views</td><td>3,298</td></tr><tr><td>Pages per Visit</td><td>4.22</td></tr><tr><td>Average Length of Visit</td><td>3:21</td></tr></table> <p><i>*The site was launched on October 9, to coincide with the beginning of Annual Enrollment for the Legacy employee group.</i></p> <table><tr><th></th><th>Start of Annual Enrollment (Oct. 9) – End of Annual Enrollment (Dec. 1)</th><th>Dec. 2 – Jan. 13</th></tr><tr><td>Number of Visits</td><td>781</td><td>762</td></tr><tr><td>Number of Users</td><td>440</td><td>475</td></tr><tr><td>Number of Page Views</td><td>3,298</td><td>2,702</td></tr><tr><td>Pages per Visit</td><td>4.22</td><td>3.55</td></tr><tr><td>Average Length of Visit</td><td>3:21</td><td>4:45</td></tr></table> <p>To ensure that local HR managers would no longer have to handwrite premium cost sheets for their YBR employees, the employee websites included an online calculator that helped employees determine the cost of their medical plan premiums. Local HR didn't have to handwrite any cost sheets for their YBR employees.</p> <p>The statistics accurately tell the story, but feedback from users is important as well. All the reviews from HR managers were positive. Here are a few of them: <b><i>“All of the microsites were very well received. Employees and HR loved having one place they could go to get details. They appreciated the ability to see all the materials and the easy access to get the documents they needed.”</i></b> Veronica Miller, Benefits Services Manager.</p> <p><b><i>“Awesome site!!!!”</i></b> HR Manager/South Region/Jacksonville, FL</p> <p>Another telling sign...There was absolutely no noise around the introduction of the HR website.</p>		Start of Annual Enrollment (Oct. 9)* – End of Annual Enrollment (Dec. 1)	Number of Visits	781	Number of Users	440	Number of Page Views	3,298	Pages per Visit	4.22	Average Length of Visit	3:21		Start of Annual Enrollment (Oct. 9) – End of Annual Enrollment (Dec. 1)	Dec. 2 – Jan. 13	Number of Visits	781	762	Number of Users	440	475	Number of Page Views	3,298	2,702	Pages per Visit	4.22	3.55	Average Length of Visit	3:21	4:45
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OBJECTIVE	RESULT																
<p><b>3.</b> Launch new employee benefits websites designed to help employees learn about insurance in general and their benefits program in particular in order to choose the best coverage for themselves and their families.</p>	<p>The three employee sites experienced a high level of engagement as well. Users visited over 30% of the site pages, stayed on the site an average of 4½ minutes, and over 35% of users visited the site more than once. In addition, there was absolutely no noise around the new communications process, not from management and not from employees!</p> <p>Enrollment statistics also show the communications effort was a success: enrollment in the medical plans actually increased 6% from 2015 to 2016! This was an exciting result for the Benefits and Communications team. We were not only able to maintain the same level of participation, but we were able to help an additional 6% of Securitas employees see the importance of medical coverage.</p> <p>There was also a 29% enrollment increase in the less expensive Bronze medical plan. Interestingly, enrollment in the more expensive Silver medical plan decreased by 6%. We attribute this to the fact that we introduced the online calculator, as mentioned above, that helped employees calculate their cost for coverage. Once employees had a better idea of what the plan costs were, they chose the Bronze plan. In January 2015, there was significant call volume from employees who had picked the wrong plan and realized after their first paycheck deduction that they could not afford the Silver plan. Securitas has had no such calls in January 2016.</p> <p>There was another unanticipated but positive result. Not only did we maintain the same participation level in all the benefits programs, but enrollment numbers increased dramatically in many areas:</p> <table data-bbox="615 743 1402 1062"> <tr> <th>Benefit</th><th>% Change from 2015 to 2016</th></tr> <tr> <td>Dental</td><td>+27%</td></tr> <tr> <td>Vision</td><td>+29%</td></tr> <tr> <td>Short-term Disability</td><td>+47%</td></tr> <tr> <td>Long-term Disability</td><td>+3%</td></tr> <tr> <td>Supplemental Employee Life</td><td>+44%</td></tr> <tr> <td>Spouse Life</td><td>+46%</td></tr> <tr> <td>Child Life</td><td>+40%</td></tr> </table>	Benefit	% Change from 2015 to 2016	Dental	+27%	Vision	+29%	Short-term Disability	+47%	Long-term Disability	+3%	Supplemental Employee Life	+44%	Spouse Life	+46%	Child Life	+40%
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<p><b>4.</b> Reduce the cost of benefit communications.</p>	<p>In 2014, Securitas spent \$280k on Annual Enrollment communications for the YBR employee group. In 2015, Securitas spent \$203k on Annual Enrollment communications for this same group. This translated into an immediate cost savings of \$77k for improved communications, better results and a more streamlined process for employees. In addition, 2015 included start-up and development costs for branding and the three employee microsites, which will not be incurred again in 2016. Translation: Future cost savings will be even greater.</p>																