HEALTH CARE REFORM MADE SIMPLE.

In 2013, Mercer’s website was the authoritative employee resource about health care reform and public marketplaces. Our clients saved money and time by making this site available.

Mercer’s Health Care Reform Made Simple is an engaging and regularly updated online education platform to answer employee questions and to help them understand health care reform, their options and their responsibilities. The website reduced traffic to HR, freed HR teams to concentrate on their jobs (imagine that) and helped employees get ready.

Will your employees be asking you about health care reform in 2014?

You bet.

Do you want to be the resource when employees ask questions, government resources aren’t available or tax returns must be completed?

Probably not.

2,000,000 Employees with access through 117 sites

919,500 Page views May through December 2013

25% ← 75% Percentage of employees who viewed each client’s site, varied by industry

Our clients saved $4,137,750* = 919,500 x $4.50

Total call savings

*Other savings in time or avoidance of other employee distractions not included.
Our clients told us the site met their employee needs and was easy to make available. And they expect employees to have the same needs or more for information in 2014. The site has:

- Information on what health care reform is and how it affects individuals.
- Advice and answers to an audience that is covered today through an employer plan.
- Words to know to help employees decipher health care reform jargon.
- FAQs for understanding health care reform concepts.
- Things to consider when deciding where to get medical coverage for 2014.
- Links to the state/federal marketplaces and trusted websites for further information.

When you purchase the basic subscription, your company logo will appear on the site so employees know the information there is endorsed by you. For an additional fee, you can add a Spanish language version and get a customized section of the website that includes an overview of your company philosophy about health care reform, and clearly communicates how your plans meet the Affordable Care Act (ACA) requirements and the value your plans provide.

Client Feedback Results

From an online survey conducted in early December 2013 (33/117 responded)

- 79% agree
  - My employees’ need for HCR information in 2014 will be:

- 73% agree
  - The site was easy for company to incorporate into company website or link to separately

- 51% agree
  - Content answered most employee questions

For more information about or to purchase a subscription

Don’t delay. Join our more than 100 subscribers to meet your 2014 needs. To view a demo and learn more please visit www.imercer.com/hcr-communication, or ask your Mercer contact for more information.