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Benefits

Brochure



**SUMMARY**

As the owner and operator of the fourth busiest container port in the nation, the Georgia Ports Authority directly employs more than 1,200 people. The benefits offered to those employees are numerous. GPA created this easy to use and understand brochure to communicate to employees about all the programs, initiatives, and options offered as benefits for them and their dependents.

**1) CHALLENGES & OPPORTUNITIES**

The benefits at Georgia Ports Authority are numerous. Some overlap and some are integrated. GPA needed a way to communicate about all the benefits to our more than 1,200 direct employees.

Input was gathered from the benefits staff, the occupational health nurses, the wellness nurse practitioner, the medical plan’s third-party administrator, GPA’s supplemental plan administrators, as well as GPA’s benefits consultant to put this brochure together for employee use.

**2) GEORGIA PORTS MISSION**

The mission of the Georgia Ports Authority is to empower entrepreneurs, strengthen industries, sustain communities, and fortify families by relentlessly striving to accelerate global commerce.

The benefits that GPA provides directly fulfill the organization’s mission, especially by helping to sustain communities and fortify families. Keeping GPA employees informed about their options for healthcare and benefits directly affects their quality of life.

**3) PLANNING & PROGRAMMING**

Goal: Clearly communicate the benefits available to all Georgia Ports Authority employees with a publication giving employees a succinct guide covering all of their benefits. Also, to locate all pertinent contact information in a central spot.

Objective:

• Organize the extensive list of benefits in an easy to use and attractive way

• Create a design that encourages employees to use the brochure

• Make the brochure available to all employees and dependents

The primary audience is GPA employees who are entitled to every benefit mentioned in the brochure. The secondary audience is dependents of GPA employees who are eligible for many of the benefits listed. An additional audience is the supplemental insurance partners that GPA uses.

The GPA benefits team use this brochure during open enrollment to show employees current benefits as well as any changes that will become available to employees in the new plan year. Once the open enrollment season is over, this publication is used for our new hires as a summary of the benefits that we discuss during their onboarding process.

**4) ACTIONS & OUTPUTS**

* A two-person team from the benefits department compiled the information for the brochure.
* Insurance Office of America, GPA’s benefits consultant, reviewed the information and made adjustments.
* Once the content was finalized, the GPA team designed the brochure and made it consistent with GPA’s current branding for publication. A local printer printed and bound the booklets.
* The brochure is updated annually.
* Every GPA employee received a copy of the original printing of the brochure during open enrollment. After that, it is presented to new hires.
* Every possible medical, dental, vision, supplemental, and retirement benefit available to GPA employees and their families is listed in an easy to understand format.
* All of the benefits listed in this brochure summary are explained in more detail directly to employees as well as their dependents. Some programs are promoted further through direct mail to employees’ homes to encourage dependent participation.

**5) OUTCOMES & EVALUATION**

This brochure has helped GPA employees and their families better understand the complete benefit package available to them as a GPA employee.

A page was also incorporated that points users to the correct type of in-network provider they should seek when their primary care physician is not available. This reduces the costs for everyone while helping employees and dependents live longer, better quality lives.

Many employees have commented on the booklet expressing how nice it is to have all their benefits summarized in one place. GPA’s voluntary insurance product carriers have used the booklet as a reference tool regarding the “core” benefits of GPA and how their voluntary products can work alongside those to provide the employee a complete package of coverage.