

# Signature Awards

## 2021 PSCA Signature Award Winners

Exemplary retirement plan education campaigns honored in 7 categories.

By Tobi Davis

**D**uring the COVID-19 pandemic, traditional means, mediums, and messages of retirement plan education and communication had to undergo and embrace change. This year's Signature Awards celebrates those retirement education programs that not only stepped up to the communications challenges of the last year, but achieved outstanding results.

PSCA's Signature Awards recognize exemplary retirement plan education

and communications, with a focus on creativity, unique themes, and tangible outcomes. While education has long been an essential element in helping American workers save for retirement, those programs are even more critical today as participants consider their options at the start of year two of the COVID-19 pandemic.

Despite the extraordinary challenges and impact of the pandemic — and the ongoing need to effectively communicate critical benefits information — plan

sponsors maintained their commitment to high quality communications for their employees. This year's winners were able to keep their employees informed, engaged, and on track to achieve their retirement goals.

A panel of 18 business leaders evaluated and selected the winners of the 2021 Signature Awards from 67 entries in seven categories. Winners were announced at PSCA's 2021 National Conference in April.

### Signature Awards 2021 Full Winners List

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#### COVID-19 Communications

- 1st Place **ProHealth Care** with Transamerica
- 2nd Place **University Health Care System** with Transamerica
- 3rd Place **M. Arthur Gensler Jr. & Associates, Inc.** with John Hancock

#### Events and Workshops

- 1st Place **The University of Texas at Dallas** with Lincoln Financial Group
- 2nd Place **NewYork-Presbyterian** with Prudential Retirement
- 3rd Place **Norton Healthcare, Inc.** with Principal®

#### Financial Wellness

- 1st Place **The Metropolitan Transportation Authority (MTA)** with Prudential Retirement
- 2nd Place **State of Oregon Public Employees Retirement System (PERS)** with Voya Financial
- 3rd Place **DTE Energy** with Empower Retirement

#### Investment Education

- 1st Place **GLOBALFOUNDRIES, Inc.** with Compass Financial Partners and Prudential Retirement
- 2nd Place **ABA Retirement Funds** with Voya Financial

#### Overcoming Obstacles

- 1st Place **Werner Enterprises** with Empower Retirement
- 2nd Place **Harrison Poultry, Inc.** with OneAmerica and OneDigital
- 3rd Place **Mountaire Corporation** with Lincoln Financial Group

#### Plan Changes

- 1st Place **Franciscan Missionaries of Our Lady Health System** with Lincoln Financial Group
- 2nd Place **AutoNation** with Voya Financial
- 3rd Place **The Coca-Cola Company** with Transamerica

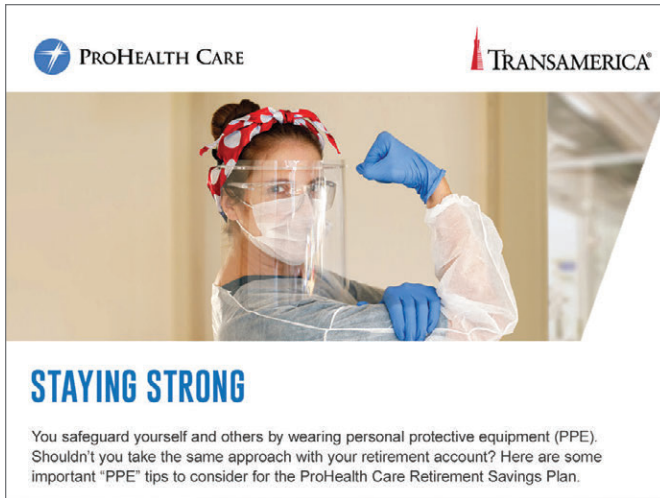
#### Promoting Participation

- 1st Place **Mission Health** with Transamerica
- 2nd Place **Westchester Medical Center Health Network** with Empower Retirement
- 3rd Place **Cheyenne Regional Medical Center** with Empower Retirement

## COVID-19 Communications

This category is for companies that adapted their communications approach in light of the Covid-19 crisis. Entries included campaigns focused on communicating how the pandemic affected the retirement plan, plan changes due to the CARES Act, investing in a volatile environment, and/or creating an emergency fund.

### 1st Place | ProHealth Care with Transamerica

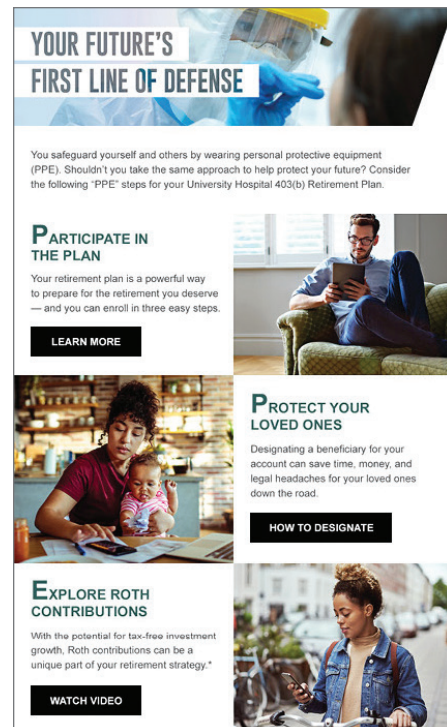


ProHealth Care is a large healthcare provider in Wisconsin with 4,875 employees and multiple locations. Its workers have directly experienced the strain of COVID-19 as the pandemic pushed the nation’s healthcare system to its limits. Their 2020 communications aimed to remind employees of the importance of self-care and engaging with their retirement plan as they prepare for the future, despite all the challenges they have been facing. The PPE-themed campaign flips the negative connotations of personal protective equipment, instead encouraging workers to keep their focus on their retirement future to keep it protected and well-managed. The messages were to take a *Proactive* approach to personal information and avoid fraud; *Protect* your loved ones by updating a beneficiary; and try *Easy-to-use* managed account services. The image of a “[Rosie the Riveter](#)” (famous WWII advertisement) health care worker dressed in her PPE was reflective of the organization’s

culture and a message to “stay strong.” The campaign used flyers highlighting account security and beneficiary designations and a video explained the managed account service. Call-to-action buttons in emails were provided to schedule one-on-one appointments with retirement counselors. More than half of those that opened the email (58 percent) engaged with at least one of the resources. ProHealth Care was a winner due to the creative use of PPE as a theme, including images reflective of their employee population that resonated with employees, and a high level of engagement.

### 2nd Place | University Health Care System with Transamerica

University Health Care System has grown into one of the largest, most comprehensive healthcare providers in Georgia employing 4,500 people. In 2020 during the COVID-19 pandemic, it was a priority for University Health to encourage and thank their employees for their hard work and their “go above and beyond” mentality. A healthcare appreciation email campaign was developed. Additionally, they created a “Your Future’s First Line of Defense” email campaign that focused on caring for one’s financial health. Both emails encouraged employees to schedule a one-on-one appointment with a Transamerica retirement planning consultant, with a gift card incentive. Using a PPE theme, the second email provided links to *Participate* in the plan, *Protect* your loved ones and *Explore* Roth contributions. It also encouraged people to make appointments with the consultant. Other materials used included easy enroll and beneficiary flyers and a Roth video. The appreciation email had a 26 percent open rate and resulted in 219 one-on-one meetings. The “Your Future’s First Line of Defense” email resulted in 144 plan enrollees, 83 meetings, a 13.5 percent increase in beneficiary designations, and an increase in Roth deferrals. The judges felt this campaign was complete and holistic and they liked the PPE theme. The idea of thanking their workers also helped to make University Health Care System a winner.



## COVID-19 Communications (continued)

**3rd Place** | M. Arthur Gensler Jr. & Associates, Inc. with John Hancock



M. Arthur Gensler Jr. & Associates, Inc. (Gensler) is a global design and architectural firm with more than 3,900 employees. In 2020 the company wanted to address the impact of COVID-19 by focusing on three groups: furloughed/COVID-impacted employees, pre-retirees, and the general population. The goals were to increase touchpoints, culturally align with international plans under Gensler, educate employees on plan updates and features, and maintain participants' retirement readiness. To accomplish these goals a digital campaign of emails, live and recorded webinars, and a digital flyer was used. The flyer with a theme of "Daring To Thrive in 2020" was interactive with hyperlinks to allow easy access to the recordings and other resources, such as a budgeting worksheet, emergency savings information, a retirement checklist, and more. The campaign resonated with employees and 10 percent of the population attended a webinar. 700 participants used the retirement planning tool. There was a slight increase in beneficiary designations. The participation rate stayed the same, indicating that people got the message to stay in the plan and the average deferral rate actually increased by half a percent. This company won because their communication pieces were very clear, clean, easy to digest, and ensured that everyone received them — even furloughed employees — creating very positive results.

## Events and Workshops

Some think that "if you build it, they will come" — but plan sponsors know it takes more. Entries in this category described actions to maximize participation/attendance at a live meeting, event, webinar, benefit fair, etc., along with results of the event in retirement plan metrics, participant behaviors, or any other measurement used to evaluate the impact and success of the program.

**1st Place** | University of Texas at Dallas with Lincoln Financial Group

The University of Texas at Dallas, with more than 6,500 employees, typically holds a live benefits fair each year to educate employees on all their wellness resources and provide information about the multiple vendor options for the retirement plan. However, 2020 made a live event impossible and most employees were working from home. After the event planning started, UT Dallas pivoted and, with Lincoln Financial Group, created a virtual fair with the goal of maintaining the attendance numbers of the previous year's live event. A virtual shopping mall featuring all the benefits resources and vendors, not just retirement, delivered information to attendees. Promotional materials included emails, postcards, a mobile event app, interactive agenda, QR codes, a welcome video, and event t-shirts. A theme of "Smart Benefits Shopping: Find it. Use it. Love it." with a shopping cart image was created. The virtual fair more than met its goal with attendance up 220 percent from the previous year! The judges chose this as a winner because the website was very easy to use and participants quickly found areas of interest to them. The virtual mall was a creative way to get employees involved and garnered impressive results.

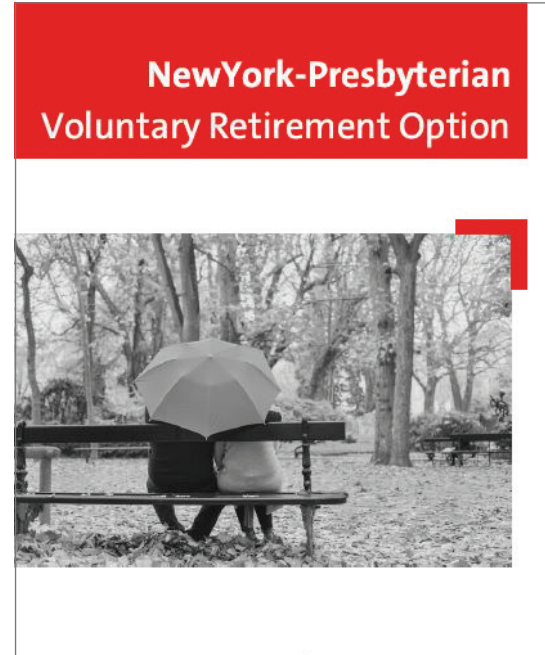




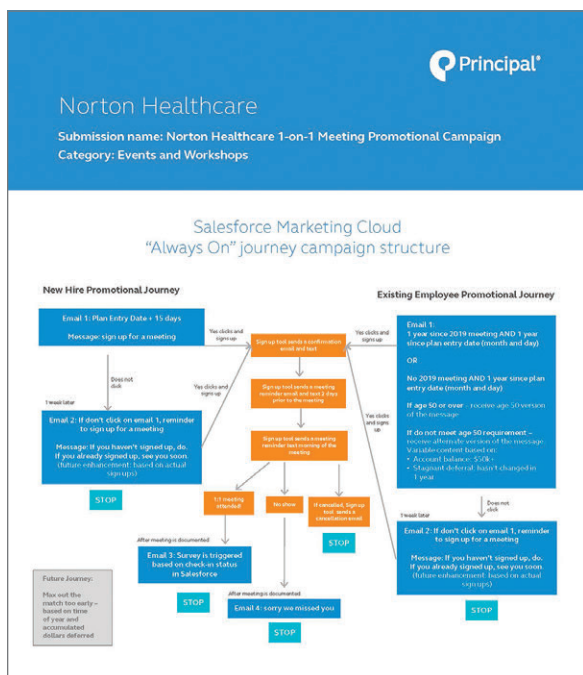
## Events and Workshops (continued)

### 2nd Place | NewYork-Presbyterian with Prudential Retirement

NewYork-Presbyterian is one of the nation's most comprehensive, integrated academic health care delivery systems, with 41,000 employees. NewYork-Presbyterian was receiving feedback from late-career employees who wished to retire but were very concerned about the cost of medical coverage after retirement. To respond to these concerns, a Voluntary Retirement Option with an enhanced retiree medical benefit was offered to more than 5,500 employees. The goal was to conduct a multimedia campaign addressing retirement readiness and overall financial wellness so that eligible employees could make an informed decision about their ability to retire. In order to deliver the information during the pandemic when in-person meetings were not able to take place, a virtual, digital approach to communications was created. Virtual one-on-one consultations consisted of completing a financial wellness assessment and using a retirement income calculator to determine the amount of retirement income they would have. It included not only their retirement accounts with Prudential, but also outside retirement savings, pensions, and cash balance plans. More than a third (35.0 percent) of the targeted population had a consultation and almost 1,100 employees retired using the new option. Judges were impressed with the guides that were developed for each specific targeted group. They noted that the use of incentives to reassure those considering the retirement option that their health care was going to be supported was helpful in getting a good take-up rate.



### 3rd Place | Norton Healthcare with Principal®



Norton Healthcare is one of the largest employers, and providers of health care, in the greater Louisville area and southern Indiana with more than 250 locations and more than 17,000 employees. They have full-time, dedicated on-site Retirement Education Specialists from Principal. In 2020, Norton set a goal of increasing the number of employees taking advantage of one-on-one meetings focusing on new hires, employees with stagnant deferral percentages, and employees who were turning 50 and getting closer to retirement. Initial emails were sent to the three targeted groups. An automated, "always on," daily email campaign was developed using Salesforce Marketing Cloud and machine learning. Each morning, the system analyzed which employees met certain criteria for an email and then sent it. Text reminders were used to decrease the meeting no-show rate. The employee e-newsletter promoted the meetings and the internal wellness program was used to provide incentives. This campaign generated an increase in meetings held, enrollments, and deferral rates in 2020. In the two weeks after the launch there was a 274 percent increase in meetings scheduled. The use of a drip email automatic campaign and customized daily communications to very targeted groups helped to make this company a winner. Using emails that were short, to the point, and very clear as to what action employees should take, along with text reminders, helped generate the positive changes.

# Signature Awards | 2021 PSCA Signature Award Winners

## Financial Wellness

Financial wellness programs work to address employees' total financial circumstances, rather than focusing solely on retirement. These programs can help employees with cash management, debt reduction strategies, saving for college, home buying and other financial life events that people face throughout their careers. This category highlights financial wellness programs offered by plan sponsors that achieved significant results.

### 1st Place | The Metropolitan Transportation Authority (MTA) with Prudential Retirement

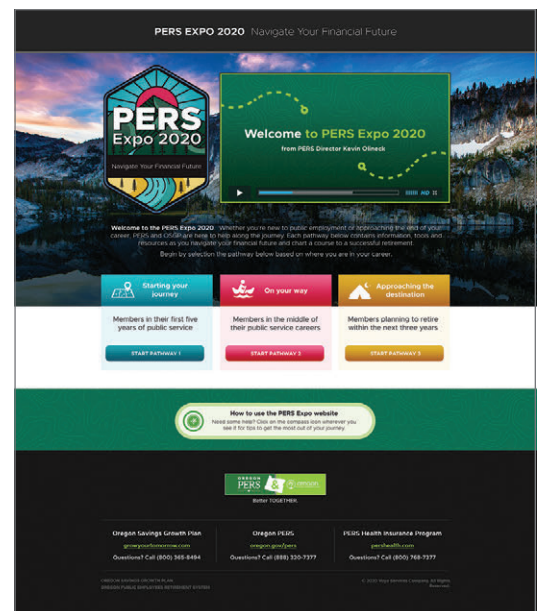


The Metropolitan Transportation Authority (MTA) is North America's largest transportation network, serving a population of 15.3 million people across a 5,000-square-mile area surrounding New York City. They employ more than 70,000 people. The MTA wanted to promote their Deferred Compensation Program through a financial wellness themed strategy. This included the introduction of a 20-minute long "Financial Wellness Boot Camp Workshop" presented live and recorded for future playback. Additionally, personalized follow-up one-on-one virtual appointments with the counseling team were offered. The rollout of the new initiative was to occur March 2020 but was moved to a virtual event in the fall of 2020. A fitness theme was used throughout the communi-

cations with various exercise images and taglines. The campaign used emails, a postcard mailed to non-participants, a calendar of live webinars, and a "Financial Wellness Boot Camp" checklist. A theme of "Get Your Financial Future Into Shape!" was developed and branded with a "Financial Wellness Challenge 2020" logo. The results were that the campaign had a high email open rate generating 300 new enrollments in four weeks, a 30 percent increase from the prior month. More than 300 employees explored the financial wellness tools right after attending the Boot Camp. One-on-one meetings with 857 employees produced 61 rollovers. The MTA won because of its holistic approach to address financial wellness wrapped into a fun, engaging campaign. Diverse representation was used in visual pieces and age-banded messages were very appropriate to the employee base. Solid results were evidence of employee engagement with the financial wellness message.

### 2nd Place | State of Oregon Public Employees Retirement System (PERS) with Voya Financial

The State of Oregon has an employee population of 178,677 who have access to multiple retirement plans including a mandatory defined contribution plan that requires employees to contribute 6 percent of their salary annually. The goals for the 2020 education campaign included a more organized web presence for online retirement and financial wellness education, improving outreach to new employees and existing local government employees for the voluntary plan, and developing the annual expo typically held in person during National Retirement Security Week. Later in 2020, National Retirement Security Week was changed to celebrate during the entire month of October and the Expo became virtual. Early in 2020 a microsite was launched to showcase the team of local education and outreach representatives who provided both workshops and one-on-one sessions. Later in the year a second microsite became available for eligible employers to access information on the voluntary plan as well as to provide information applicable to the employer. In addition, emails marketed animated videos and retirement checklists. Post-event surveys indicated that 70 percent thought the checklist was the most helpful resource for them. One lesson learned was that the call to action to go directly to the checklist was much more successful than providing a website link requiring employees to go through a lot of information. Overall, plan assets increased 11.5 percent from before the expo and the number of participants increased one percent. With its use of an attractive website and solid measurable outcomes that the expo was effective, Oregon PERS created a winning campaign.



## Financial Wellness (continued)

### 3rd Place | DTE Energy with Empower Retirement



DTE Energy is a Detroit-based diversified energy company involved in the development and management of energy-related businesses and services nationwide. The purpose of the education program was to leverage America Saves Week (“ASW”) as the catalyst to increase overall engagement with the plan among DTE Energy’s 10,865 employees. The communications needed to work not just during ASW, but through the remainder of 2020. A kickoff email from the Director

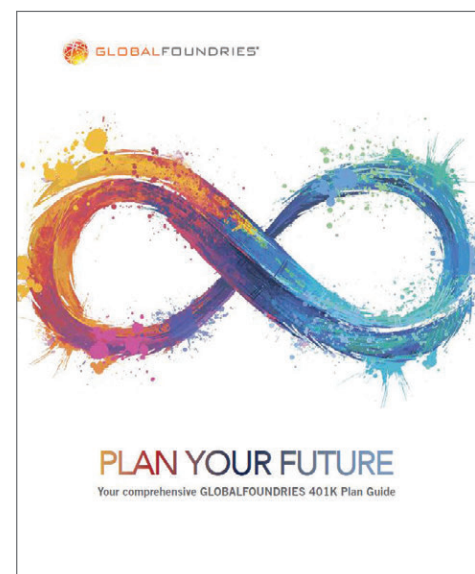
of Compensation, Benefits & Wellness introduced the fact that employees would be receiving daily emails. These emails contained articles with hyperlinks and details about participating in the plan, planning ahead, saving more, and investment diversification. Employees received a challenge to test what they learned throughout the week for the chance to win prizes. The theme of the campaign was “Your Five-Day Financial Forecast” with weather-themed language and icons to help remove any cloud of doubt that through the DTE 401(k) Plan participants have a bright financial future. In addition to emails, e-boards were displayed in common areas at various DTE sites, e-banners were located at building entrances, and table tents were placed in cafes and break rooms. This campaign was the last on-site campaign before the pandemic caused everyone to work from home. The kickoff email had a 40.55 percent open rate while the five daily emails had open rates ranging from 25.96 to 32.38 percent. More than half of employees visited the plan’s website. Overall, 165 people enrolled in the plan, 311 participants started contributing to a new contribution type (pre-tax or Roth), and 58 participants named a beneficiary. Even with an already high level of engagement with the plan, DTE Energy’s employees were enticed to do more, making the company a winner.

## Investment Education

This category is for communications to plan participants regarding investments, investment diversification, or investment changes — including programs that were successful in encouraging employees to take action on investments in their accounts, introducing new investment options, campaigns targeting pre-retirees who may have too much risk, or younger workers who may be too risk averse in their portfolios, etc.

### 1st Place | GLOBALFOUNDRIES, Inc. with Compass Financial Partners and Prudential Retirement

GLOBALFOUNDRIES (“GF”) is the world’s leading specialty foundry, with more than 250 clients worldwide including many of the world’s largest semiconductor companies. GF has corporate offices based in Silicon Valley and manufacturing centers in Germany, Singapore, New York, and Vermont with more than 9,500 U.S. employees. The company needed to increase awareness and understanding of comprehensive investment and fee changes in their 401(k) plan among employees in multiple time zones. GF used their intranet site, live and recorded online meetings, print materials, and one-on-one retirement consultations to meet their goals. They utilized online training sessions for senior leadership and managers. As a technology company they leveraged technology to engage participants including scheduling software, multiple video conferencing solutions, survey and information collection software, and a recorded video. The efforts resulted in a 90 percent increase in completion of the retirement income calculator. There was a 38 percent increase in deferral rates and an average deferral rate greater than 6 percent. The completion rate of the online financial assessment increased by 384 percent and visitors to the financial wellness resources increased by 30 percent. The judges felt that GF’s investment changes were thoughtfully rolled out. Their commitment to providing one-on-one sessions and extensive online training was impressive. There was good coordination with their provider’s online tools and resources. The changes were choreographed in a timely manner, with time taken to first educate their managers before addressing their participants.





# Signature Awards | 2021 PSCA Signature Award Winners

## Investment Education (continued)

**2nd Place** | ABA Retirement Funds with Voya Financial



The ABA Retirement Funds Program (“Program”) was developed by the ABA Retirement Funds, an Illinois not-for-profit corporation started by the American Bar Association more than 55 years ago to provide full-service 401(k) plans to the legal community. The Program provides recordkeeping services to more than 4,200 retirement plans for 37,000 plan participants. With nearly 55 percent of participants aged 50 and older and 31 percent aged 60 and older, a “Retiree Menu” experience was added to help individuals nearing or in retirement simplify their investment decisions and provide education to help them plan their retirement. A new digital resource center called the Retiree Toolbox was created to house the information. Both print and electronic media were used to ensure all participants were reached. Specifically, these included a website landing page for the new investment path, website and

statement messaging, a webinar, a recorded webcast, and blog articles. In the first two months the emails had high open rates and 437 users clicked to open the new Retiree Toolbox — 61 percent took action on the web page and 38 percent accessed the retirement planning guide. This campaign won because it was creative and thoughtful, covering all the basic communication channels including mentions of the changes in blogs and other company communications.

## Overcoming Obstacles

Workplace communication programs must address, and potentially overcome, a wide range of perception biases, environmental constraints, and informational barriers in conveying complex, and yet important issues. Overcoming these obstacles — whether it be in communicating retirement plan issues, or in trying to change contribution/investment behaviors — can be considered a success even if only a small percent of the population acts.

**1st Place** | Werner Enterprises with Empower Retirement

Werner Enterprises delivers world-class supply chain solutions as a transportation and logistics carrier. They have 11 regional offices throughout North America and 12,700 employees. After doubling the employer match in 2019, the company found that 900 employees were still not taking advantage of the match and set out to get all employees to save at or beyond the maximum match level. With many of Werner’s employees on the road, sending emails was the best way to reach them, although posters were placed in each work location. The campaign materials used images of Werner’s own employees from the company’s image library in both print and emails. The communications were targeted based on demographics. Participants received personalized emails that contained their own information showing how an increase in their deferrals could increase the amount of match they would receive. The email had a button so the recipient could quickly and easily take action, as well as a GIF animation of a moving truck that aligned with the company’s culture, creating a fun factor. The outcome was that 7.3 percent of the targeted population increased their deferrals with an average deferral rate increase of 3.5 percent. Clearly outlined objectives, simple and relatable communications that resonated with the target audience, an easy-to-use call to action, and great results are why this campaign is a winner.

The poster features the Werner Enterprises and MassMutual logos at the top. Below is a photo of a smiling woman in a Werner Enterprises uniform. The main text reads: "You're Working Hard. Let Your Savings Work Harder for Retirement." Below this, it says: "Werner matches 50% of your retirement savings up to 6%. Get your full benefit! Don't stand in the way of extra money!" A small note says: "Looking to have more when it comes time to retire? An easy way to get there is to take full advantage of one of the benefits Werner offers, the retirement plan matching contribution. It's simple — the more you save, the more Werner will match you." At the bottom, a section titled "Here's how it works:" includes a bar chart comparing "YOUR CONTRIBUTION" and "WERNER'S MATCH". The chart shows a 3% contribution of \$1,200 resulting in a \$3,396 total, and a 6% contribution of \$2,400 resulting in a \$4,608 total. A note says: "enough to fully meet the match, look what you could be missing out on every year!"

Contribution	Werner's Match	Total
3% CONTRIBUTION (\$1,200)	\$2,196	\$3,396
6% CONTRIBUTION (\$2,400)	\$2,208	\$4,608

## Overcoming Obstacles (continued)

### 2nd Place | Harrison Poultry, Inc. with OneAmerica and OneDigital



Harrison Poultry is a family-oriented company that distributes around 300 million pounds of live chickens per year globally. It has three locations in Georgia and 580 employees. The company wanted to create an appreciation of its profit-sharing plan, which wasn't always a focus of its employees. Without much action for employees to take, the obstacle the company faced was the need to find ways to engage employees and keep them on track for retirement. Digital communications were not the best option for these factory workers. Therefore, print materials were created that used clever taglines and images related to the company's product and culture. Materials used were posters, foldable table tents, digital signage for TVs, magnets, and additional print materials to be displayed around the facility. Employee testimonials spoke to the value of a profit-sharing plan. A simple "Frequently Asked Questions" sheet and a beneficiary tips sheet provided answers and easy instructions. These efforts created more usage of the plan's website with new visitors making up 81.7 percent of the traffic and 56.4 percent of the users accessing the site from a mobile device. Almost all employees are now using the target date funds and more beneficiary designations have been made. This campaign won because it was comprehensive and cohesive, the materials all carried the same theme reflecting the company's family based culture, and it produced great results.

### 3rd Place | Mountaire Corporation with Lincoln Financial

Founded in 1914, Mountaire Corporation has grown to become the seventh largest agricultural food processing company in the nation, with 33 facilities across the country. The company has a culturally diverse workforce, with about half of employees originally from other countries. The company wanted to provide ongoing support, information, and encouragement to employees becoming eligible for the plan during the pandemic. They want to communicate that the future was worth saving for and to provide the tools they needed to take an active role in saving for their future. Many Mountaire employees come from cultures where their main goal is to work their entire lives to support their families, and they're not accustomed to the idea of saving for retirement. In addition, a significant percentage of the population doesn't speak English as a first language. A planned in-person campaign with translators had to be shelved and a new approach developed. A self-mailer with three self-service steps encouraging enrollment was sent. A second mailing followed with the required notices as well as two bilingual easy-enroll forms. Posters were used in the work sites. Later, with more workplace safety measures in place, some one-on-one meetings occurred. During the campaign, enrollment rates steadily increased and the participation rate for the targeted group reached 62.19 percent. The company knew to continue focusing on creating communications in employee's native languages as they had done in the past. Taking safety and diversity into consideration made Mountaire a winner.



# Signature Awards | 2021 PSCA Signature Award Winners

## Plan Changes

Change — even change for the better — can be difficult for workers to absorb and embrace. Plan Changes involve announcing and facilitating changes in a way that is easy to understand, educational, and engaging to employees. These communications effectively explain how the change benefits the employee or effectively handle changes that may not be improvements to the participant.

### 1st Place | Franciscan Missionaries of Our Lady Health System with Lincoln Financial Group



The Franciscan Missionaries of Our Lady Health System (FMOLHS) is a leading health care innovator in Louisiana and Mississippi with more than 17,700 employees. Until January 2021 they offered pension, 401(k), 403(b), 457(b), 401(a), and executive 457 plans. A decision was made to freeze the pension plans and consolidate the other retirement plans into one plan. One of their goals was to engage all management levels from executive and senior leadership to lower levels of management in order to reach all staff. They also wanted to build awareness around the new plan design, including the addition of automatic features, and their provider's online enrollment process. Finally, FMOLHS

wanted to increase plan participation. A new brand was created with a tagline of "Building big dreams together." Due to multiple populations from various mergers over previous years, different versions of the communications had to be created. The following were provided either electronically or in print and mailed to participants: custom microsite, three videos, four FAQs, open enrollment guide, three 204(h) notices, and four welcome letters. These efforts resulted in a 96 percent participation rate among the newly-added employees with an average deferral rate of 7.47 percent. More than 7,000 employees who were contributing less than 4 percent increased their deferral to an average rate of 4.15 percent. More than 2,900 virtual one-on-one consultations occurred. Overall, FMOLHS' participation rate went from 53.87 percent to 71.11 percent. This campaign won because it was well thought out and management was engaged to help drive positive results.

### 2nd Place | AutoNation with Voya Financial

AutoNation, America's largest and most recognizable automotive retailer, employs more than 22,000 associates across more than 360 locations in 18 states. AutoNation's 2020 campaign announced the transition of the 401(k) plan, nonqualified deferred compensation plan, and HSA program to a new recordkeeper. The focus was on the ease and simplicity of placing retirement savings benefits plus the HSA in one place. In addition, there was an emphasis on the importance of saving for retirement, diversifying investments, and how online tools can help them reach their savings goals. Due to the pandemic, all communications had to be digital. To catch the attention of their large GenX and GenY populations and in keeping with the company's culture, they used a theme of cars that turn into Transformers. This creative theme enhanced the concept of a transformation to a new recordkeeper. Besides emails and texts, the campaign used print materials, a transition microsite, a video, an on-demand education meeting, and an e-book with enrollment instructions, plan features, and resources. The emails had good open rates and participants had positive behaviors: 433 employees increased their savings rate an average of 1.1 percent (from 5.1 percent to 6.2 percent), 108 made changes to their investment allocations, 25 percent started using Roth contributions, which was added during the conversion, and 1,422 participants updated their beneficiary designations. With the use of a fun theme that resonated with the participant population, AutoNation once again was a winner.



## Plan Changes (continued)

**3rd Place** | The Coca-Cola Company with Transamerica



Founded in 1886 with headquarters in Atlanta, Georgia, the Coca-Cola Company is one of the world's most iconic and respected brands and has 9,700 employees. This campaign targeted 800 highly-compensated employees to communicate the transition of three nonqualified deferred compensation plans to a new recordkeeper and to provide employees eligible to make elections in 2021 with information and education regarding their plan. An announcement and newsletter were mailed to homes. Emails with plan highlights were sent to those eligible to make 2021 deferrals. The emails had very good open rates (35–55 percent) and generated 318 new users. Coca-Cola was deemed a winner because the communications had consistent messaging, engaging and bright graphics with a theme that carried throughout, and a clear call to action that produced a good take-up rate.

## Promoting Participation

This category includes education campaigns and communications that promote employee participation – to save, or to save more, for retirement. Entries were either complete campaigns or singular one-time communications efforts, focused on overall participation, increasing savings rates, or both.

**1st Place** | Mission Health with Transamerica

Mission Health, located in North Carolina, has 9,100 employees and is the leader for cardiology services in the region. The campaign focused on encouraging deferral increases for employees to maximize the employer match, thus saving more for their future. With almost 100 percent of the workforce signed up to receive electronic communications, an interactive email was used. It was sent to employees contributing at less than match levels asking them to contribute 1 percent more. The email included a call-to-action button with a direct link to sign into their account and increase their contribution rate. Plus, it had a link to a 1 percent difference video, which showed the long-term impact of increasing contributions by as little as 1 percent. There was also a link to a payroll deductions comparison calculator to show the impact on take-home pay. A reminder to employees to make the most of the employer match by not leaving money on the table was also included. The email had a 26.42 percent click-to-open rate, above the industry average of 18.13 percent. Of the participants who opened the email, nearly five percent of them increased their contribution rate. Within 30 days of receiving the email, the average pre-tax contribution rate increased from 5.4 percent to 7.3 percent and the average Roth contribution rate increased by 2.6 percentage points. Using a simple concept and message made taking action manageable for employees, created great results, and made this campaign a winner.

**MISSION HEALTH**

**TIPS TO MAXIMIZE YOUR RETIREMENT SAVINGS**

Consider increasing your contribution rate by 1%

Setting money aside for retirement in the Mission Health 401(k) Plan helps to prepare you for the lifestyle you've worked so hard for and deserve. You have the ability to fully customize how much you're saving from each paycheck. When you make traditional contributions, the money goes into your account before taxes, and you may not even notice the extra 1% savings increase from your take-home pay.

**ADJUST YOUR CONTRIBUTIONS**

**Discover the 1% difference**

Increasing your plan contributions by 1% could make a big difference in your retirement.

[Watch Video >](#)

**Payroll Calculator**

Use the [Payroll Deductions Comparison Calculator](#) to see how increasing your contribution may affect you in the long run.

**Don't miss the match!**

For information about the employer matching contribution, please review your plan's summary plan description (SPD) available within your [Transamerica account](#) or view the SPD and other retirement plan information available on the Mission benefits website: [missionandme.com](#)

**Small steps can add up**

You can use the auto-increase service to automatically increase your contribution rate each year by the amount you choose. To change your contribution amount or set up the auto-increase service, simply log in to your account, click "Manage" on the left-hand side and click "Contributions."



## Promoting Participation (continued)

### 2nd Place | Westchester Medical Center Health Network with Empower Retirement

Start saving for your future!

**Helping you plan for a healthy financial future!**

August 3 - 7, 2020

**WMCHealth**  
Westchester Medical Center Health Network  
WMCHealth | Ben Secours | Health Alliance

Signing up for your employer's plan is a lot like donating to a good cause - your future!

**Start saving now and put time on your side**

The money you start saving in your retirement plan today has the potential to double in just 12 years — and triple in 19 years.

\$  
TODAY

\$2x  
12 YEARS

\$3x  
19 YEARS

**ENROLL NOW**

Start saving towards a healthy financial future, save on your taxes and get closer to the retirement you imagine.

**Questions?**  
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The Westchester Medical Center Health Network (WMCHealth) headquartered in Valhalla, New York employs more than 12,000 people and is the pre-eminent provider of integrated healthcare in the Hudson Valley. The plan participation rate has historically hovered around 50 percent and the goal is to increase that number as high as possible over the next few years. To accomplish this, WMCHealth launched a location-based retirement savings week campaign during open enrollment focused primarily on getting started and on missing out on the employer match. WMCHealth has a quick enroll setup to make it easy for non-contributors to start contributing with a minimal number of decision points. The default enrollment flow maximizes the employer match and recommends the plan's QDIA as the investment option. Different media were used to promote the ease of enrollment or making a deferral change. The materials included emails, mailers, posters, and digital messages on the participant website and company intranet. Each HR rep gave their input ahead of the campaign start so it was modified based on the needs of each facility. Each hospital location has a different atmosphere and culture so it was necessary to have some customization. The campaigns metric goals were to have a five percent response rate and increase overall plan participation by one percent. Their goals were exceeded with a 13 percent response rate and a two percent increase in participation. Plus, 530 employees engaged with retirement representatives. This campaign won because materials were easy to understand and had a strong call to action. Devoting a week for the campaign was very successful in more than meeting the goals.

### 3rd Place | Cheyenne Regional Medical Center with Empower Retirement

Cheyenne Regional Medical Center began in 1867 as a frontier "tent" hospital, constructed by the Union Pacific Railroad to treat workers who were injured building the transcontinental railroad. Today the medical center employs 3,300 people at one main location and more than 25 clinics in the area surrounding Cheyenne, WY. In 2020 the focus for the retirement plan was on non-participants, divided into two groups: those under age 30 and those age 30 and older. Emails and postcards were sent. Two themes were used. "Your Retirement Party" had an image of balloons, streamers, and confetti and a tagline of "Don't be late for your own party!" The second theme was a flying pig with a stethoscope and a save-now message: "Don't wait until pigs fly to start saving!" The under 30 group had a 5.1 percent open rate, a 5.0 percent action rate, and a 4.8 percent average contribution increase. The 30 and older group had a 21.3 percent open rate, 2.5 percent action rate, and a 1.7 percent average contribution increase. They won because they used a simple, focused campaign with a fun factor that produced good results.

**Cheyenne Regional Medical Center**

**SAVE NOW**

**Don't wait until pigs fly to start saving**

Now that you're bringing home the bacon, be sure to contribute to the Cheyenne Regional Medical Center 403(b) and/or 457(b) Retirement Plan(s).