Your Aflac Employee Toolkit: What it is and how to use it

As a business owner or leader, you have a lot on your plate. From customer service to worker productivity to keeping up with the competition, there are more than enough worries to keep you up at night.

Aflac understands because we’ve been helping companies solve problems since 1955. That’s why we’re stepping in to take a key project off your task list: health care and benefits communication.

Each year, Aflac asks employers and workers key questions about their attitudes and opinions on health care benefits and issues. And each year, we discover major gaps. For example, while employers believe they’re doing a solid job of communicating about benefits, employees say they need more detailed and frequent information about the products and services available to them.

Enter the Aflac Employee Toolkit, your one-stop resource for ready-to-use benefits messaging. You’ll find articles to print and distribute or publish on your employee Intranet, bulletin board messages and posters, and even short messages to copy and paste into emails or print on postcards.

Why the toolkit?

We’re giving you everything needed to communicate with workers about benefits year-round, from the latest news on health care topics and reform, to tips for staying healthy, to information about specific types of insurance coverage. You can pick and choose from the toolkit materials, using only those that apply to your workforce or that match up with the types of insurance you make available to employees.

What’s in it for you? In addition to a free, ready-made plethora of benefits and health care information from one of the nation’s leading insurers, the Aflac Employee Toolkit gives you the opportunity to provide your workers with information that will help keep them healthier – both physically and financially. You’ll also be meeting a workforce need: 37 percent of employees at small companies say their HR departments communicate too little about employee benefits.¹
If you’re still not sure why you should put the Employee Toolkit to work for you, here are all the reasons you need:

Like most employers, you’re probably giving your workers more responsibility for their health care decisions. Employees who participated in the Aflac WorkForces Report survey weren’t so keen on that idea, saying they want more guidance from their companies. Nearly half (46 percent) said they at least somewhat agree they’d prefer not to have more control over their health insurance expenses and options because they don’t have the time or knowledge to effectively manage them.¹

90 percent of workers select the same benefits options year after year, despite having more options to choose from. Much of this inertia can be attributed to lack of knowledge: 62 percent of employees say they understand changes to their coverage either sometimes or rarely.¹

Helping workers learn to manage their health care choices gives your company an opportunity to demonstrate that it cares about employees, as well as to curb potential absenteeism, low morale and low productivity. Workers may be responsible for their health care decisions, but the wrong choices can greatly affect their performance and state of mind in the workplace: Fully 20 percent named personal financial issues as the top non-work-related concern that distracts them during working hours.¹

39 percent of employees completely or strongly agree that a well-communicated benefits program would make them less likely to leave their jobs.¹ In other words, keeping your workers informed about their benefits is critical to keeping them on board as the economy and job market improve.

Changing seasons, changing materials

Make it a point to visit aflacemployeetoolkit.com frequently, because the information and resources you’ll find there will be regularly updated. For example, you’ll find seasonal articles, posters and emails, as well as materials that reinforce specific health events, such as the Great American Smokeout, Breast Cancer Awareness Month, Workplace Safety Month and many other observances that take place throughout the year.


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