

ENGAGEMENT + COMMUNICATIONS

An accessible way for employees and candidates to learn about your benefits program.



EMPYREAN

BENEFIT MICROSITES

PLATFORM

AN OVERVIEW GUIDE

Get a complete overview of the Empyrean Benefit Microsites Platform. Learn about Microsite best practices and how the platform can be customized to support your company.

What is a MICROSITE?

As the costs to print and mail traditional paper-based communication continue to increase, microsites are becoming a critical part of human resources communication. Microsites are small websites with a very narrow focus and a limited number of pages. They provide important information to employees and candidates in a bite-sized manner without having to log in to a traditional benefits administration platform.

Also used in advertising and marketing campaigns, microsites were originally designed to attract attention and create a positive impression among potential “buyers” of products. In the HR world, they have another purpose—to make it easy for employees to make complex decisions, even if they only have a few minutes to spare.

One Access Point for Everything

Centralize all of your health and wellness information in one place for employees to learn about their available benefits.

Access Anytime, Anywhere

With a responsive design, your microsite will be accessible on any mobile device, providing a consistent benefits experience no matter where your employee or candidate is located.

Better Recruiting Experience

Provide a good first impression with prospective candidates by giving them quick access to your benefits program and presenting yourself as a digital-first company.

Team Support

With a dedicated Empyrean support team, we'll help you and your HR team throughout the launch process and provide ongoing support.

How to Create a Successful Microsite

Determine your audience and design the experience around them.

Is this for employees? Their families? External candidates?

Your microsite can serve all of these groups, but ensure the content is relevant to your audience.

Keep the writing concise, casual and actionable.

Leave the HR lingo in the conference room and use simple language so that your audience clearly understands your message. We provide content templates to get you started on providing the best experience.

Remember that content doesn't always have to be text.

Creative visual imagery that aligns with your company brand provides a consistent user experience. We offer multiple visual themes for you to choose from to ensure your Microsite matches your Empyrean benefits enrollment platform.

Measure utilization; observe patterns and learn from them.

After putting all that time and effort into building a benefits microsite, analytics helps see how well those efforts are being received. They provide a gauge for what content is most useful to employees.

Methodology

We created our Microsites to follow thoughtful and tested concepts to align with our Empyrean benefits enrollment tool. The platform organizes content into three primary buckets: Health, Wealth, and Lifestyle.

The home page of the Microsite design is the hub for all of the content to support your benefits strategy.

We recommend highlighting some of the most utilized tools to your users including: Access the Benefits Enrollment Tool, Manage Your HSA, and Download the EmpyreanGO mobile app.

HOME PAGE

The home page drop-down navigation menu is organized into Health, Wealth, Lifestyle, and Contact. This provides users an easy way to navigate the Microsite and learn about all of the different benefits that your company offers.

Welcome to your Health & Wellness Benefits

We are committed to providing you and your family access to personalized benefits and resources to support your overall health and wellbeing.

This site serves as your hub for all benefits information and resources. Plus, you can access the enrollment site to get personalized recommendations and select your benefits.

OPEN ENROLLMENT STARTS ON NOV 10 AND RUNS THROUGH NOV 24.
Take a look at the benefits available for 2023. [LOGIN NOW >>](#)

ENROLLMENT
Manage your benefits including new hire selections or changes due to a qualified life event.

MANAGE HSA
An HSA is a great way to set aside money before taxes to pay for your out-of-pocket healthcare expenses like doctor office visits, deductibles, and more.

SAVE ON HEALTHCARE
Review and manage your healthcare expenses and find ways to save throughout the year.

MOBILE 24/7
Download the EmpyreanGO mobile app allows to easily enroll and access your benefits information anytime, anywhere.

COMPASS **OPTUM** **PILOT** **GO**

Making Benefits Matter Every Day

From the convenience of your phone or tablet, the EmpyreanGO mobile app enables you to review your current benefits, access employer resources, and even enroll in benefits - including adding dependents, updating beneficiaries, or uploading required documents.

- Download the app by searching for EmpyreanGO in the Apple App or Google Play stores.
- Search for your employer's name (a list will start to auto-populate).
- Log in using your credentials used for Compass (the benefits enrollment site)

IMPRESS YOUR CLIENTS, INCREASE YOUR DOWNLOADS.
The best app promo just for you.

Good Morning! Lisa Clark
You recently had a...

Circle

| Pages | Subpages | Additional | Social Networks |
|--------------|-----------|------------------|-----------------|
| Homepage | About | Promo Page (Uma) | Instagram |
| Homepage 2 | About 2 | Styleguide | Twitter |
| Blog | Contact | License | Facebook |
| All Products | Contact 2 | | YouTube |

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Increase engagement and provide a different way for users to learn about your benefits. We have a video library that includes short videos explaining the different benefit types. Example: What is an HSA? These videos can be featured throughout the Microsite experience.



BENEFITS & PLANS

The Microsite is organized into Benefit Types, Benefits, and Plans.

An example of this is: Health > Medical & RX Plans > HDHP Plan

Your Microsite can be organized to best feature your available benefit types and make it easy to navigate and find information.

We have created a comprehensive library of content for you to use on your Microsite. Any of this content can be changed, but it gives you the ability to quickly launch your Microsite and provides a good user experience.

| | | |
|--|-------------------------|---------------------|
| 401(k) with match | PREVIEW | Retirement |
| 401(k) with match (Animation) | PREVIEW | Retirement |
| 401(k) with match (espanol) | PREVIEW | Retirement |
| 403(b) no match | PREVIEW | Retirement |
| 403(b) no match (Animation) | PREVIEW | Retirement |
| 403(b) no match (espanol) | PREVIEW | Retirement |
| 403(b) with match | PREVIEW | Retirement |
| 403(b) with match (Animation) | PREVIEW | Retirement |
| 5 Tips to Negotiating Healthcare Costs | PREVIEW | Consumerism |
| 529 College Savings Plan Basics | PREVIEW | Financial Education |
| 7 Tips to Become a Savvy Healthcare Consumer | PREVIEW | Consumerism |
| ACA In Review (Animation) | PREVIEW | Healthcare Reform |
| ACA Overview 2010-2011 | PREVIEW | Healthcare Reform |
| ACA Overview 2012 and Beyond | PREVIEW | Healthcare Reform |
| ACA Overview for Employees | PREVIEW | Healthcare Reform |
| Actuarial Value and "Metal" levels | PREVIEW | Healthcare Reform |
| Actuarial Value and "Metal" levels (Voiceover) | PREVIEW | Healthcare Reform |
| Acupuncture | PREVIEW | Wellness |
| Alcohol Abuse | PREVIEW | Wellness |
| Allergies | PREVIEW | Wellness |
| Alzheimer's Disease | PREVIEW | Wellness |
| Arthritis | PREVIEW | Wellness |
| Asthma | PREVIEW | Wellness |
| Basics of Budgeting | PREVIEW | Financial Education |
| Benchmark Plans | PREVIEW | Healthcare Reform |

HOMEPAGE EDITABLE BLOCK



[HOME](#)
[HEALTH ▾](#)
[WEALTH ▾](#)
[LIFESTYLE ▾](#)
[CONTACT](#)

[LOGIN](#)

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ENROLLMENT

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 (i)

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 (i)

SAVE ON HEALTHCARE

Review and manage your healthcare expenses and find ways to save throughout the year.

 (i)

MOBILE 24/7

Download the EmpyreanGO mobile app allows to easily enroll and access your benefits information anytime, anywhere.

 (i)

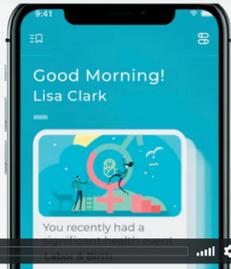
Making Benefits Matter Every Day

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2. Search for your employer's name (a list will start to auto-populate).*
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IMPRESS YOUR CLIENTS, INCREASE YOUR DOWNLOADS.

The best app promo just for you.







| Pages | Subpages | Additional | Social Networks |
|--------------|-----------|-------------------|-----------------|
| Homepage | About | Promo Page (Urna) | Instagram |
| Homepage 2 | About 2 | Styleguide | Twitter |
| Blog | Contact | License | Facebook |
| All Products | Contact 2 | | Youtube |

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Service Center Tel: 555-555-1234

All of the pink blocks are editable. Each of the LOG IN buttons will be linked to the Compass portal.

CONTACT EDITABLE BLOCKS


HOME HEALTH ▾ WEALTH ▾ LIFESTYLE ▾ CONTACT Q LOGIN

SEND HR A QUESTION

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|--------------|-----------------|-------------------|------------------------|
| Pages | Subpages | Additional | Social Networks |
| Homepage | About | Promo Page (Uma) | Instagram |
| Homepage 2 | About 2 | Styleguide | Twitter |
| Blog | Contact | License | Facebook |
| All Products | Contact 2 | | Youtube |

All of the pink blocks are editable.

PLAN PAGES - CMS SYSTEM

The screenshot displays a CMS interface for managing plan pages. The top navigation bar includes 'HOME', 'HEALTH', 'WEALTH', 'LIFESTYLE', 'CONTACT', a search icon, and a 'LOGIN' button. The main content area features a header for 'Medical & RX Plans' with a sub-header 'Blue Cross Physician Choice PPO'. A sidebar on the left lists categories like 'Dental', 'Vision', 'Disability', 'Virtual Care', 'Supplemental Health Plans', and 'Life and AD&D Insurance'. The main content area is divided into sections: 'Benefit Details' (listing deductibles, coinsurance, and copays), 'Prescription Drugs' (listing various drug categories and costs), '2022 Monthly Plan Costs' (showing costs for different family sizes), 'Tobacco Surcharge', and 'BeneStream' information. A 'New Plan' form is overlaid on the right side, containing fields for 'Basic info' (Name, Slug), 'Custom fields' (Benefit Type), 'Main Plan Information', 'Pricing and Additional Information', 'Web Link', 'Plan Document' (with a file upload area), 'Youtube or Vimeo Player', 'More Info Rich Text Field', and 'Sorting Number'.

We have built our Microsite Platform on a CMS (Content Management System) platform. This allows us to partner with you to quickly make content changes to support your business. It also empowers users to be able to search the content of the microsite to find information they are looking for.

BLOG/NEWS

With your Microsite, you can self-publish blogs or company news to showcase what is happening with your company's employees or candidates. The system can hold up to 1,500 blog posts. A signed waiver is required to use this feature.

READ VIEW


HOME HEALTH WEALTH LIFESTYLE CONTACT Q LOGIN



HR Admins need news too.

MAY 24, 2022

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LIST VIEW


HOME HEALTH WEALTH LIFESTYLE CONTACT Q LOGIN



HR Admins need news too.

MAY 24, 2022

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How to improve Web Design Process

MAY 17, 2022

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10 Quick Tips About Blogging

MAY 17, 2022

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7 Ways To Improve Website Usability And Accessibility

MAY 17, 2022

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