

Heidi tenBroek

Principal, Consultant, Employee Communication



CURRENT RESPONSIBILITY

Heidi focuses on conveying today's complex benefit issues to her clients to meet specific employer and employee needs. Clients rely on her ability to clarify, interpret, and apply details using sound communication principles.

EXPERIENCE

Heidi has more than 17 years of experience in employee communication. Her specific areas of expertise include healthcare communication, retirement communication, and employee research.

Clients look to Heidi for strategic advice; project management; drafting; conducting focus groups, interviews, or surveys; technical and compliance expertise; and partnership.

Heidi's recent work has included:

- Creating communications to educate employees about healthcare reform
- Managing a communication campaign to introduce a high-deductible health plan and health savings account, including announcements and open enrollment materials
- Designing strategies to increase employees' awareness of an employer-funded defined contribution plan and increase employees' active direction of the investment of their accounts
- Designing and developing personalized total reward statements for employees and executives
- Developing a strategy for and implementing a retirement plan choice communication campaign

- Ongoing support in a merger and acquisition, including strategic guidance, message platform development, ad hoc drafting, vendor coordination and reviews, and coordination with legal counsel
- Setting strategies to engage employees around healthcare issues and introduce tools and resources so employees can make active, informed decisions
- Creating communications around fund line-up changes to supplement record-keeper provided materials and prospectuses
- Developing non-qualified DB and DC plan materials, including summaries and enrollment materials
- Creating personalized total retirement statements to demonstrate the impact of plan changes on each individual employee
- Developing communication strategies and materials to announce defined benefit freezes combined with defined contribution enhancements
- Drafting reader-friendly materials to explain required notices such as the Annual Funding Notice and the Health Insurance Marketplace notice
- Conducting focus groups with insurance brokers regarding healthcare exchanges
- Creating open enrollment and new hire materials
- Updating and rewriting retirement plan and health and welfare plan summary plan descriptions

EDUCATION

- Bachelor of Arts, Economics, Mills College

