

Siemens

Siemens is a global company that provides a broad range of products, systems and services in today's most technologically advanced enterprises. Employing over 45,000 employees in the USA alone, Siemens' markets include energy and power, automation, communications, transportation and health care.

Intelligence

With a strong belief that informed employees make the best consumers, Siemens wanted to clearly communicate health care benefit options to their workforce. Our task was to design a visually inviting, clear and concise campaign, that would help open a pathway to smart, cost-effective choices by employees.

Inspiration

Langton Cherubino Group, in conjunction with Mercer Human Resources Consulting, designed the "Choose Well, Use Well" program. The program included a series of three targeted items: a newsletter, postcard and poster — all skillfully designed with images specifically selected to engage and inform the employees. By focusing on a theme of paths and roads in the newsletters, we helped Siemens find the passageway to its goal: a successful enrollment campaign, well received by employees and management alike.



Langton Cherubino Group

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benefits Siemens + You

choose well, use well

September 2003 Issue

What's Inside

A New Journey

- Introducing Choose Well, Use Well
- Your New Role
- Your "To Do" List
- The Choose Well, Use Well Path

Knowledge - Our Map Through the Health Care Cost Forest

- The True Cost of Health Care
- What You Can Do Now
- Why Costs Go Up

Heads Up!

- Health Care Changes for 2004
- Enroll Soon
- Stay Informed

The Road to Health Care Consumerism

Siemens is taking a path to manage rising health care costs while maintaining quality benefits. This is an ongoing journey, and we need your help. Turn the page to find out how you can make a real difference by *choosing* and *using* your benefits wisely.

A New Journey

Introducing Choose Well, Use Well

The rising cost of health care is more than a benefits issue - it's a business issue. And it's not just a Siemens issue - it's a problem for companies nationwide. Siemens has taken active measures over the last few years to manage costs, including value pricing our plans to secure quality benefits at the lowest possible cost, changing our plan designs to incorporate cost saving features and joining the Leapfrog Group to improve health care quality and battle infection. But health care costs continue to increase, and there is no end in sight. So our dedication to cost management must continue.

We're strengthening and refining our efforts with our approach called **Choose Well, Use Well**. Through Choose Well, Use Well, Siemens and you will form a true partnership.

- Siemens will continue to provide a variety of medical plan options to meet your needs. And we will offer tips, tools and resources to educate you on your health care options, trends and costs.
- Your role is to carefully review and understand this information, evaluate your personal situation and make smart health care decisions year round. That can maximize your health and save you and Siemens money.

Your New Role

You may not realize it, but you actually have a lot of control over the cost of health care to you and Siemens. The decisions you make greatly affect the cost of care. So Siemens is asking you to take a more active role in the battle against rising costs. By changing the way you think about and make health care decisions, you can partner with Siemens to make a real, lasting change that will benefit both the company and you. As a partner, your responsibilities include:

- Choosing the right medical plan option for your needs during the **Choose Well** phase, which is the enrollment period.
- Managing your health and using your health care benefits wisely during the **Use Well** phase, which begins after enrollment and is ongoing. Make smart health care decisions year round, and you'll get the high-quality care you need from your plan option, without overspending.

Your "To Do" List

This is an ongoing journey that begins soon. Here's how you can get started:

- Read this newsletter** - Understand rising health care costs, Siemens' Choose Well, Use Well approach and how you can be a part of the solution.
- Get ready for enrollment** - Review your current plan option and how it meets your needs. Also, start thinking about your health choices and your future health care needs.
- Watch for other Choose Well, Use Well materials** - The best information comes from ongoing conversations with family members. The right choices during enrollment will benefit the whole team.
- Ask help** - Have questions with your wife/husband. Start by discussing the following questions:
 - Do you feel comfortable discussing information with your spouse? If not, why not?
 - Have you ever bought a product that turned out to be a bad investment? Why or why not?

The Choose Well, Use Well Path

your role

1 Find out about your health care needs and use family members.

2 Fully understand your medical plan options.

3 Choose the right option for you and your family.

4 Use your plan wisely throughout the year.

5 Evaluate your health and plan options well into the year.

This newsletter - and other materials coming soon - provide a starting point for your choice and use your benefits well.

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OCTOBER 2003 issue

What's Inside

- 2004 Benefits Enrollment Guide
- Health Care Changes for 2004
- Enroll Soon
- Stay Informed

2004 Benefits Enrollment Guide

It's time to look ahead to the 2004 enrollment period. With the enrollment period approaching, it's time to prepare to **Choose Well, Use Well**. Check out our latest information about 2004 benefits coverage for you and your family. Read all the facts and how you can **Choose Well, Use Well**.

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DECEMBER 2003 issue

What's Inside

- The Journey Continues
- Health Care Changes for 2004
- Enroll Soon
- Stay Informed

The Journey Continues

Choosing smart health care and using the opportunities to learn more about your health care benefits for 2004 and the **Choose Well, Use Well** path is an ongoing journey. It's not just about the decisions you make at year end. Read on for more information, including the fact sheet on how to use your health care benefits wisely.

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Going our way?

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Not the high road... Not the low road... The right road.

Enrollment 2004

choose well

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Think About Your Needs

Understand Your Options

Compare Your Options

Enrollment 2004

choose well

Need directions?

Visit the **Your Benefits Resource (YBR)** website and you'll be on the right path. Go to <http://www.yourbenefits.com> for:

- Enrollment Information
- Plan Information
- The personal data and related benefits coverage information
- Links to other sites that offer information on health care
- An overview of health care consumerism at Siemens and the **Choose Well, Use Well** approach
- A check list of the most likely health options and other choices for 2004
- Tips for choosing and using your benefits wisely
- Information on health care
- Information on how to use your health care benefits and your plan options
- Contact information
- More

Change Service Requested

Remember: Your Choice. Our Choice. Together. Call 1-877-877-8777. Ext. 100. For more information, visit www.yourbenefits.com.

Do you know your password for the Benefits Resource (YBR)?

Remember your 100 password and the 2004 benefits. It's a special time to visit the YBR to learn more about your plan options.

When you log on, your password is required to enter when you are asked to log in. If you forget your password, call the call center and tell them you forgot. They'll help you reset your password. If you need a new password, call the call center and tell them you forgot. They'll help you reset your password. If you need a new password, call the call center and tell them you forgot. They'll help you reset your password.

The journey begins...

choose well, use well