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## How Advocacy Can Elevate the Employee Experience



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### What is advocacy?



Advocacy in the workplace focuses on **identifying your employees' needs** and putting into place the support needed to **help your employees thrive**.

Make the employee a priority by:

- showing concern for their well-being as a person
- explaining available benefits
- using technology to improve communications
- offering access to additional resources



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### Types of advocacy

**What advocacy is...**  
I want you to think real hard about [what your spine is worth](#), Mr. Walker.  
Or what you might expect someone to pay you for your uterus, Ms. Sanchez.



You treat a disease, you win; you lose.  
[You treat a person](#), I guarantee you'll win, no matter what the outcome.



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**Main takeaway**

**An advocacy strategy is the key to your employees' success and ultimately the success of your company.**



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**Advocacy in action: Behavioral health**



**The need**

**Employee behavioral health support**

Behavioral health transcends beyond disability claims and broadly impacts overall health, well-being, and productivity.



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**Advocacy in action: Behavioral health**

**Comcast program**

**Expanded EAPs to ensure optimal behavioral health care when an employee files for a behavioral health STD claim**

- Doubled number of free EAP sessions (from 5 to 10)
- Consolidated EAP and behavioral health services with ComPsych to secure in-network care
- Continuously push to expand behavioral health across US and leverage telehealth



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**Advocacy in action: HR advocacy**

**Center of Excellence**

[This CoE model](#) is designed to support local units by having an on-site presence for LOA matters and workplace accommodations to help reduce business days lost.



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**Advocacy in action: Parental benefits**

**The need**

**Modern parental benefits**

New parents need to be offered flexibility; it's both the right thing to do and helps make our company more competitive in attaining and retaining talent.



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**Advocacy in action: Parental benefits**

**Comcast program**

- Up to 12 weeks for primary caregivers
- 2 weeks for non-primary caregivers
- Employees have the sole choice in picking what kind of caregiver they are

What to expect when you're expanding.

Benefits to support your journey through parenthood anytime, anywhere.

- 0 Primary Caregiver
- 0 Non-Primary Caregiver
- 0 Standby Caregiver
- 0 Maternity Leave

In Comcast, we know that families come in all different shapes and sizes and that everyone's journey through parenthood is different. We believe that benefits should connect you to the support you need when it matters most and should help you care for those who matter most. That's why we provide an array of options, expert guidance and personalized tools that are personalized to meet the needs of your reality—to help guide you in your own path through parenthood.



We believe in supporting the you, so whether you're expecting, family systems getting ready for pregnancy, expanding, adopting or you're already a parent, we'll get you covered.



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**Advocacy in action: Consumer advocacy**

**Comcast accessibility team**



Technology is enabling me to be [more independent](#).

When you make a product more inclusive, you create a better experience for everyone.




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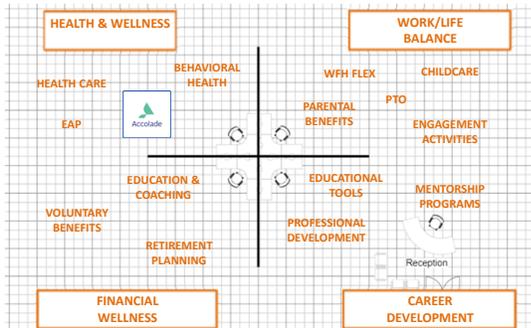
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**Integrated advocacy strategies**




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**Considerations**

**Advocacy...**

- is a large, overarching component of your entire benefits and absence strategy
- impacts employee loyalty, retention and internal survey scores
- should be an integrated strategy where all associated programs can work together
- is a continuous process and evolves as policies, plans, strategies, and the workforce change over time




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**Advocacy strategy implementation**



**Implementation best practices:**

- Discovery**
  - Find out what your employees need
- Scoping**
  - Identify what should be included in your strategy
- Planning**
  - Leverage current programs and better understand the marketplace for new products/services
- Rollout and engagement**
  - Educate your employees on the benefits available to them and involve employees on new offerings
- Measure and reevaluate**
  - Establish evaluation tools (i.e., employee satisfaction survey)



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**If you take one thing home, remember...**

**An advocacy strategy is the key to your company's success.**

**Because if you take care of your employees, they will take care of your clients.**



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**Thank you! Questions?**

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