



EMPLOYER ACTION GUIDE

Preserving Employee Trust:

How to become your workforce's go-to health resource

Embrace the Employer Advantage

Trust is local, and employees trust their company CEO more than the media, government leaders, or even healthcare CEOs when it comes to health information¹. However, employers should understand that trust in established institutions is declining globally, and people's trust in their employers is also falling².

The time is now for employers to preserve and build trust with their employees to help keep them healthier.



Be Their Guide

The **number one way to build trust** is to provide high-quality, accurate information.



1. Offer a centralized resource:

Make it easy for people to instantly access clear, credible health information that's personalized to them.



3. Create a culture of wellness:

Foster a supportive environment where employees feel cared for, are motivated to prioritize their health, and can easily access the care they need when they need it.



2. Prioritize actionable messages:

Empathetically deliver clear, trustworthy guidance on next steps they can take in their moment of need.



4. Support everyday well-being:

Encourage preventive care, screenings, and healthier lifestyles, lowering the risk of chronic conditions, improving overall outcomes, and reducing costs.

1. 2025 Edelman Trust Barometer: Special Report on Trust and Health | 2. 2025 Edelman Trust Barometer: Global Report on Trust and the Crisis of Grievance



Meet Them Where They Are

Simplify how employees find information by being present in channels they use most often and reduce their reliance on repeated searches, multiple resources, and uncredentialed voices.

1. Communicate clearly and consistently:

Share regular updates in plain language to boost reliability and make it more likely that employees will listen.

2. Keep it simple:

Use clear, jargon-free language in digestible formats that are essential to their daily routine and inspire action.

3. Lead with empathy:

Focus on the real-life impacts of benefits to create strong, emotional connections.

4. Tap into peer advocates:

Encourage employees who value healthy living to share their positive healthcare stories to help others.

5. Communicate clearly and consistently:

Dispel common myths and misconceptions, highlighting the importance of accurate information and open dialogue.

Show Them You're Listening

As with any relationship, trust requires time and consistent behavior. Take steps to ensure your people can believe in what you do, not just what you say.



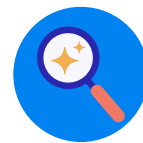
Ask for and act on feedback

Create clear channels of communication that include regular surveys and action plans based on that feedback.



Share employee testimonials

When you highlight successes and stories of impact, you inspire others to take steps toward positive health changes.



Find ways to innovate

Stay informed about healthcare trends and best practices, review your offerings and communications, and look for new ways to enhance them.

Capture the Opportunity

Trust is essential to fostering employee engagement and healthier decision-making. Employees often have greater confidence in the information they get from those who are close to them.

As an employer, you can sit at the top of their trust list and lead them to better health outcomes. By providing **high-quality, personalized guidance on health and benefits**, employers can play a critical role in countering healthcare noise and the growing impact of misinformation.



Ready to be a health and care changemaker?

Learn more at
transcarent.com/leadtheway