

# Open Enrollment 101

## HOW TO IMPROVE YOUR EMPLOYEE EXPERIENCE

If you've been through open enrollment before, you know it can be overwhelming for employees and employers alike. **But did you know that almost half of employees surveyed<sup>1</sup> said making health insurance decisions continues to be a very stressful experience?**

**Here are 5 ways you can ensure this is your company's most productive open enrollment ever:**



### PREPARE Well in Advance

**MAP OUT** detailed timelines and deadlines. Communicate this information with employees at least two weeks prior to the start of enrollment meetings.

Hold your enrollment meetings, benefits fair and webinars at least *two months before* the effective date of your benefits.

Keep the messaging short and consistent and sprinkle in a few reminders until the event dates.



### COMMUNICATE in a Variety of Methods

**GET CREATIVE** with email, print, intranet banners, text messages and in-person communication.

Printed assets like posters, flyers and table tents can be *remarkably effective* without much financial investment.

Develop an FAQ sheet to address commonly asked questions long before conducting a formal open enrollment.



### PRESENT Information in Innovative Ways

**START TO THINK** like a marketer to get employees hooked.

Target your communications in a way that answers the employee's most burning question: *"why should I care?"*

Employees leave a significant amount of money on the table when they aren't actively engaged in their benefits. Keep it concise.



### TRACK Participation and Follow Up

**REITERATE** the next steps employees need to take and any upcoming deadlines.

Relying on a *technology platform* for benefits administration can help you track who has taken action and show who is falling behind on selecting their benefits choices for the year.

Use follow-up communications to share helpful materials that your employees can reference along with links to resources that can educate them as they make their selections.



### DEBRIEF With Your Team

**CHECK IN** with your CEO, CFO and your employees to gauge how the experience felt from their perspective.

Look for *ways to improve* the process.

Knowledge is power, and the sooner you can tap into these perspectives, the sooner you can improve your approach for next year.



A successful open enrollment can improve engagement, loyalty and retention. Create an effective, enjoyable open enrollment experience that empowers your employees to feel confident in their benefits decisions throughout the plan year.

For more open enrollment best practices, visit [onedigital.com/openenrollment](https://onedigital.com/openenrollment) or contact a OneDigital strategist.