

Getting your workforce informed, engaged and enrolled in their benefits can seem like an insurmountable challenge, especially with many employees working in a remote environment. Employees can ignore important emails regarding their benefits and wait until the enrollment deadline is over to ask questions, making the need for a clear benefits communication strategy paramount. Complete this scorecard to help determine a virtual event strategy that may be best for your organization.

# OPEN ENROLLMENT BENEFITS COMMUNICATION

**Instructions:** Answer each question below. Each response will be given a numerical value depending on the answer. After completing the questions, total your score using the scale at the bottom of the page.

**Yes:** 2 Points | **No:** 0 Points | **Unsure:** 0 Points

QUESTIONS:	YES	NO	UNSURE	SCORE
1. Does your organization offer Open Enrollment meetings during your annual renewal?				
2. Has your organization hosted a virtual benefits event in the past? (ex: Webinar, Recorded Presentation, Online Health Fair)				
3. Do you have an Open Enrollment or Benefits Communications budget?				
4. Are you motivated to host a live Open Enrollment experience (as opposed to recorded or on-demand)?				
5. Do your employees all have access to a computer?				
6. Do you prefer a hands-on approach to Open Enrollment, where you are heavily involved and available to employees?				
7. Have you explored third-party benefits communications vendors to reach your employees in new and innovative ways?				
8. Are your employees comfortable with technology and digital communications?				
9. Do you survey your employees to solicit feedback on how they want to receive communications?				
10. Do you want to have detailed reporting and engagement metrics post your event?				
<b>TOTAL SCORE:</b>				

**0 - 6 Total Points:** We have turnkey strategies and solutions to support your OE needs this year. Focus on accessibility and education so employees are aware of their options and costs.

**7 - 14 Total Points:** Consider tackling a multi-channel approach to OE this year, utilizing 3 or more types of communication. Ask how OneDigital can support you in this effort.

**15 - 20 Total Points:** Consider partnering with a decision support vendor this year to elevate your employee education and open enrollment experience. Consult with your OneDigital team to learn more.