## Get your clients ready for a successful Open Enrollment!

## What is Open Enrollment?

Open Enrollment is your client's annual opportunity to educate and promote their benefit plan to employees. Open Enrollment can either foster an appreciation for company benefits, or result in confusion and anxiety depending on the effectiveness of the benefits communications strategy.

We can help you make your clients' Open Enrollment successful.

## **Best Practices for Open Enrollment**

BeneCom is a Preferred Benefits Communication Partner for many companies like yours.

- Our experienced team has more than 20 years of Open Enrollment communications execution, for clients ranging from 50 to over 30,000 lives.
- We ensure your campaign is on message, on budget and on time, with no surprises.

Open Enrollment communications help employees understand the value of their benefits and be more satisfied at work. Effective communications are key to a successful enrollment and are a smart investment for your clients.

- Communicate early and often. Employees need time to evaluate changes and won't always read with their first opportunity, so repetition is key. Communicate early and often to remind employees of key dates and action steps as Open Enrollment approaches.
- Use a variety of media. By combining digital and print communication mediums, employees can choose how to receive and review information, so they can discuss options and make decisions with spouses and partners.
- Make messages clear, concise, and user-friendly. Concise, easy-to-follow enrollment communications can help employees to better understand their options, and make good, informed decisions.
- Share wellness resources and tools. Open Enrollment is the perfect time to share links and resources that promote better health and ways for individuals to manage health costs; for example, Health Risk Assessments, benefit calculators and wellness tools.
- ✓ **Understand the financial impact.** Employees' benefit choices should support their health but also make sense financially, which makes education key to informed decisions and maximizing every benefit dollar.



## Open Enrollment Communications

This comprehensive campaign introduced new benefits-themed branding and an HSA plan through a rollout of critical plan details leading up to, and after, enrollment. (Campaign included: postcards, brochures, tent cards, newsletter, enrollment guide.)

Give us a call at 860-674-2626!

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