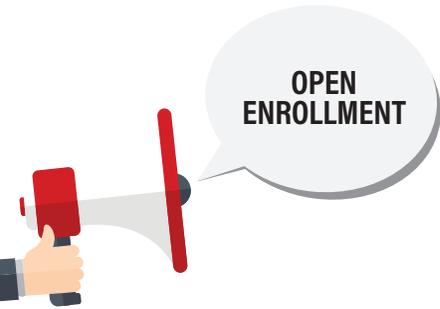


# 6 SIGNS IT'S TIME TO RE-BOOT YOUR OPEN ENROLLMENT STRATEGY

Is your open enrollment process as good as it can be? Is it showing off your company's employee friendly culture and competitive benefits? Take a look at the following signs show that it might time to re-boot your OE strategy.



## 1 EMPLOYEES DON'T HEAR ABOUT OPEN ENROLLMENT UNTIL...OPEN ENROLLMENT

Reaching out to employees with open enrollment messages early and often boosts their awareness and interest in what you're planning. New resources on the Intranet? Special workshops? Changes to your health plan? It's all newsworthy—so start thinking how you can get your employees excited about it.

## 2 OPEN ENROLLMENT DOESN'T HAVE TO BURN OUT YOUR HR TEAM

Maybe it was answering the same 5 questions over and over. Or the long days tracking employees down to complete their enrollment. No—it was surely traveling between offices to do the road show. Open enrollment doesn't need to be such a tiring endeavor. There are steps you can take to free up HR time to focus on the important issues—and avoid exhaustion.



## 3 YOUR EMPLOYEES ARE STILL CONFUSED ABOUT THEIR BENEFITS

HMO, PPO, HDHP, HSA, FSA...The alphabet soup of benefits terms can be hard to digest. The complexity and volume of need-to-share topics can be overwhelming for everyone. Whether your HR materials are filled with jargon—or not detailed enough—you need to assess what you've got and take steps to simplify.

## 4 YOUR OPEN ENROLLMENT COMMUNICATIONS AREN'T DIGITAL

If you're not using a wide array of communication methods to reach your employees—and not taking advantage of web-based and digital content to fully engage them—you're missing out on lots of opportunities to meaningfully connect. Your employees also need an easy way to share benefits information with their family members. This year, ask your employees how they'd like to hear from you—and explore something new.



## 5 YOU LEAVE THE NUMBER CRUNCHING TO ACCOUNTING

Even if you don't have robust system analytics in place, you can start small. Identify a few key goals for the upcoming open enrollment season: higher participation in your wellness program, more enrollments on your company intranet, or reduced OE related print expenses. Collect the relevant data and set some benchmarks for the future.

## 6 ONBOARDING WAS THE LAST TIME EMPLOYEES SAW YOUR BENEFITS OFFERINGS

If you're not taking opportunities throughout the year, including open enrollment season, to re-introduce your workforce to the benefits you offer, they might be missing some tremendous perks. Working benefits conversations into the HR calendar can lead to better plan participation and higher employee satisfaction.

