

BEST PRACTICES CHECKLIST FOR A SUCCESSFUL OPEN ENROLLMENT

Open Enrollment (OE) is your ticket to a more benefits-engaged workforce. To ensure that your employees fully understand and value their benefits and complete enrollment on time, check out these best practices for your most successful OE yet.

PLAN AHEAD

Based on the best practices of GuideSpark customers, four months is the minimum amount of time needed to launch a successful OE. Here're some tips to set you off on the right track:

- A** Audit your OE materials and identify what changes need to be made
- B** Consult your employees about particular benefit topics they'd like to learn more about, and how they'd prefer to receive information
- C** Leverage your employee benefit partners' knowledge and resources, and align expectations



SET CLEAR GOALS—AND MEASURE SUCCESS

Establish metrics and evaluate your OE efforts to gain invaluable insights into your benefits package and communications plan.

- A** Collect your most relevant data (i.e., participants enrolled, video views, calls to HR hotline)
- B** Tie them to key goals which could range from increasing plan enrollment or engaging employees in viewing a wellness program video to reducing print costs.
- C** Track and measure user activity and your efforts

CREATE A MULTICHANNEL COMMUNICATION PLAN

Creating awareness of OE and driving employee engagement require strategic communications. Here are some guidelines:

- A** Use a variety of traditional and multimedia communications channels to reach employees in multiple ways
- B** Tell employees why OE matters this year by being direct, prioritizing your messaging and managing change early
- C** Simplify, simplify, simplify
- D** Go digital to cut costs, improve employee engagement, and have less impact on the environment



EDUCATE EMPLOYEES ANYWHERE, ANYTIME

Employees that can consume benefits information at their own pace and when (and where) they prefer are most likely to absorb the information and take the required action.

- A** Provide Web-based content & videos that are easy to access around the clock from the office or from home (where they can discuss with family members)
- B** Experiment with modern methods to communicate through video, mobile, social, and SMS

KEEP IT GOING YEAR-ROUND

Continuing to educate your employees throughout the year makes them more engaged, knowledgeable, and better prepared to make informed decisions.

- A** Leverage evergreen content created for OE that can serve as a core content for onboarding
- B** Create a yearlong benefits education program providing employees with timeless, useful information
- C** Support your employees' financial and physical wellness, and your HR goals

