

COUNTDOWN TO A SUCCESSFUL OPEN ENROLLMENT

Best Practices for OE Communications

Are you prepared for open enrollment? Does your plan include the time it takes to engage, deliver, and reinforce your key messages with your employees? Check out the timeline below to make sure you're on track to a successful open enrollment.

8-16 Weeks before OE



Identify materials requiring changes



Prepare a solid multichannel communications plan



Prepare assets for vendors creating communication content



4-8 Weeks before OE



Provide vendors with list of OE changes



Update existing materials



Schedule live meetings/webinars (if any)



Roll out communication plan through appropriate channels



Start sending out teasers about OE



1-4 Weeks/ Go Live



Test run everything before go live



Send reminders to employees through all appropriate channels



Continue rolling out communication plan



Success! Measure results and iterate