How To Master Open Enrollment

1 Innovate through education

The foundation for every open enrollment should be an effective benefits communication strategy, and perhaps more importantly the tools to execute that strategy. How exactly do you do that? Let's discuss some options below.

DIVERSIFYING YOUR LINEUP

Benefits communication can, and should be done using a variety of tools. Some of our favorite methods include: focused email and mobile messaging campaigns, one-on-one enrollment assistance, group meetings, mailers & posters, and virtual benefit summaries,. If you're not utilizing the right mix of these tools, then chances are you're not communicating effectively to your staff and missing the boat on your enrollment.

UTILIZE SOCIAL MEDIA

With the influx of technology, a millennial workforce, and social media platforms, it is important to consider social media as part of your communications strategy. Putting the enrollment dates in a Twitter or Facebook post, sending out an interactive benefit guide, and posting a link to a mobile friendly enrollment portal are all things you should be doing to spread your message via social media.

Key benefit education tools TO REMEMBER:

MOBILE   1 ON 1   SOCIAL   EMAIL

2 Focus on the end user

In order to have a successful enrollment, it is important that you maintain focus on the end user. Otherwise all your time and effort could end up being spent on items and tasks that reduce your enrollment's effectiveness.

PLAN DESIGN

One way to keep the focus on your employees is to develop benefit plans they find value in. Make sure that your employees are not being "sold" benefits by an outside entity only focused on sales quotas. By doing this your employees will feel a higher level of confidence that their premiums are going towards something that THEY value, which in turn will improve your overall recruitment and retention efforts as an employer.

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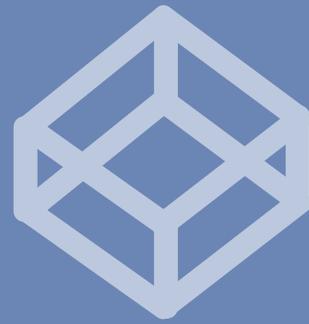
Utilize benefit technology

Perhaps the best way to ensure a successful enrollment is to bridge your benefit plan design with a software that provides a proven benefit administration capabilities.
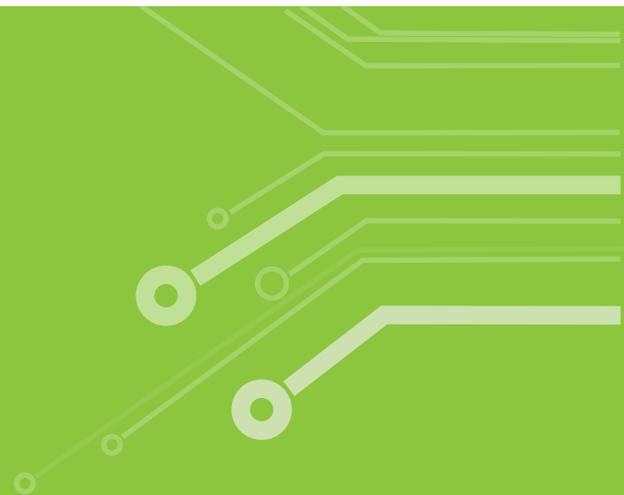
EVALUATE YOUR SYSTEM

It is important to do your due diligence and ensure that the enrollment system you're using has a proven track record of producing accurate and timely eligibility files. To go one step further, it is critical that you review the platforms' security practices and ask the right questions, as it will be handling copious amounts of data including PHI (protected health information) and sending that data to external vendors. Some questions to ask include:

- Is the system truly SSAE Certified?
- How often and how accurately are files transferred?
- Is consolidated billing built into the system?

What's next?

Need more information on how you can experience a better open enrollment? Our licensed benefit consultants will help you chart the course today for more sustained success going forward. Start the process by clicking the link below.

SPEAK TO A CONSULTANT

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