

# Looking to supercharge your open enrollment?

10 hot tips to ignite engagement + enrollment



## 1 Provide centralized access to all enrollment materials

**If enrollment information is hard to find, employees won't engage.**

Give employees a single online location where they can easily access benefit information, enrollment links, and other resources.

## 2 Cover the benefits basics

**When employees don't understand benefits, they may not choose the right options.**

Offer resources that clearly explain how each benefit (e.g., high deductible plans, FSA's, HSA's) works, why it matters, and who might need them.

## 3 Educate employees on the enrollment process

**A smooth process and clear instructions encourage enrollment.**

Make enrollment options simple to understand and the process easy to navigate, with step-by-step directions and illustrations on how to enroll.

## 4 Highlight used or under-used benefits

**Employees may not know which benefits are right for them.**

Provide an overview of each employee's current benefits—or even better, use an automated plan comparison tool—to point out any unused or underused benefits that they may want to consider.

**5 Promote new benefit offerings**

**Adding new benefits shows employees you're attuned to their needs.**

Survey employees to learn what additional benefits they're most interested in, and then showcase any new benefit options you've added and how they can help. You could even send targeted messages to employees who might need a new benefit the most.

**6 Designate "benefits champions" across your organization**

**Make it easy for employees to get their questions answered.**

Recruit and train volunteers from across your company, especially those who might be bilingual, to act as enrollment resources who can quickly answer questions and help employees find information.

**7 Provide individual benefit counseling**

**Some employees may need a little extra enrollment help.**

Employees who are overwhelmed by the enrollment process, or need to share personal details that could impact their benefit choices, may appreciate a quick one-on-one session with a benefits guru. Benefit brokers frequently offer this service, so check to see if your broker is one of them.

**8 Enable employees to compare plans**

**Enabling employees to easily compare options helps them choose the best plan.**

Consider offering employees a plan comparison tool that can help them compare different plan options to pick the right plan for their needs.

**9 Build a benefits cost calculator**

**Benefit costs are a big factor for many employees.**

A simple online calculator that reflects the total cost of benefits to both employees and their employers can be a powerful tool. Employees can see the true financial value of their benefits, and easily compare how different benefit elections will impact their payroll deductions.

**10 Continuously communicate**

**Ongoing communication is vital to a successful open enrollment.**

Personalized enrollment messages, using data like age, chronic conditions, or family status, can boost engagement and steer employees to the benefits they need most.

**Interested in learning more about Evive's data-driven personalized messaging and plan recommendation tool? Let's chat!**

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