Maximize Employee Engagement This Open Enrollment



Open Enrollment is just around the corner, so start checking off your to-do list and engaging your employees.



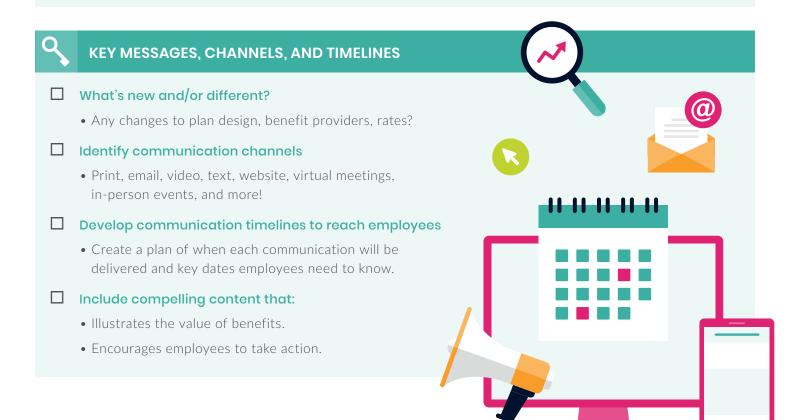
A DEFINED GOAL

- ☐ What are you hoping to accomplish?
 - Increase enrollment rates?
 - Revive stale benefits materials?
 - Introduce a new program or enhancement?
 - Align benefits with company culture and values?



TAILORED MESSAGING TO EMPLOYEE'S NEEDS AND/OR INTERESTS

- Consider segmentation and personalization based on employee demographics and/or life stage:
 - Retirees
 - Employment classification
 - Dependents



6 +	FUN!
	Consider adding: • Gamification • Quizzes • Polls • Prizes/Incentives • Lunch and Learns • Employee testimonials
	SUPPORT RESOURCES
	Contact information HR Dept office hours Q&A sessions Webinars Benefit Fairs
íiíá	EVALUATE AS YOU GO AND PLAN AHEAD
	Be sure to record your starting place so you have something to compare to. How can you measure the success of your communications plan? • What analytics can you track? » Enrollment rates » Email open clicks
	 » Website page visits » Employee feedback Did you reach your target goal(s)? We hope you have everything you need to empower your employees to make the best decisions for their health, happiness, personal and professional well-being.
	YOU'VE GOT THIS!

If you'd like to learn more, please contact: