

Communicate like a Marketer to Create the Open Enrollment of Your *Dreams*

Tips to make open enrollment communications like a full-scale marketing campaign.

Make a Plan

Build a *timeline* for what you are going to communicate before, during and after OE.

Include multiple touch points and integrate lots of different media.



Start now. Really. Don't wait to write emails until the day before OE. Or better yet: use the templates on [plansource.com/oekit!](http://plansource.com/oekit)

Know Your Audience

Sometimes, the *who* is more important than the *what*.

Demographics are important! Survey your employees and ask about their communications preferences.

Millennials will read your texts but *don't* count on email catching them.

New employees need *more* info than experienced employees.

Use a Theme

"Make it *simple*, but *significant*."
— Don Draper

Connect all your OE communications to a central theme.

Sprinkle in some *personality* and *fun*.

Don't just say it. Display it! Most people are visual learners.



OPEN ENROLLMENT



Embrace Multiple Communications Methods

DON'T HOLD BACK: emails, live meetings, social media, posters, carrier pigeons, sky writing; use anything and everything that might get employees' attention.

Text messages have a

98%
open rate.

Order text messaging services:
plansource.com/oekit.

Educate About Benefits

Assume nothing! Because what they don't know can hurt them.

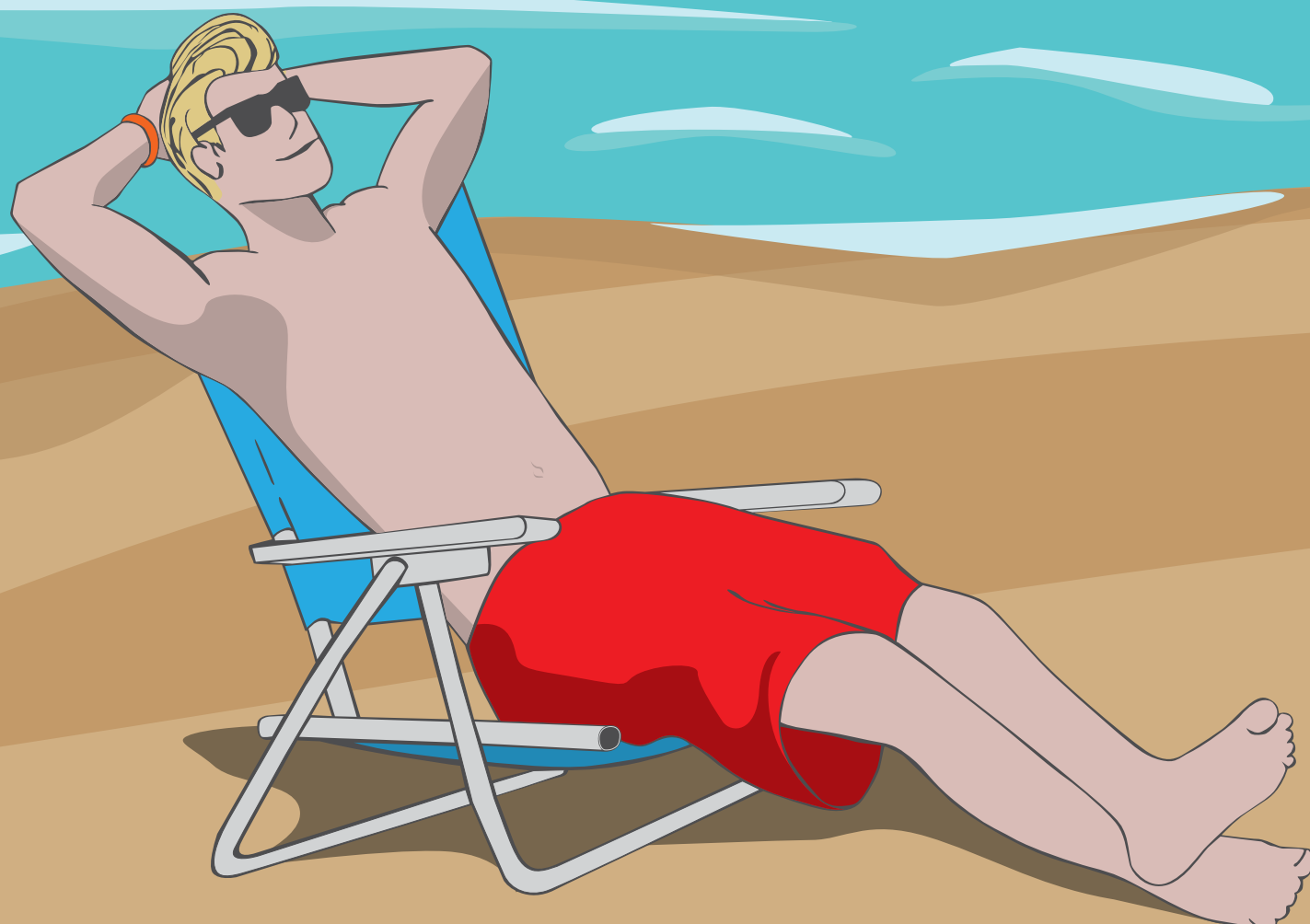
Only **7%** of Americans could define: plan premium, deductible, coinsurance and out-of-pocket maximum.

Help your employees get the coverage that is *right* for them.

Everybody *loves* video! Use short videos to explain widely-used but often misunderstood benefits.

Celebrate!

OE was a success. Pat yourself on the back and take a beach vacation. You deserve it.



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