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.

Start now. Audit. Don’t wait to write emails until the day before OE. Or better yet: use the templates on plansource.com/oekit. Include multiple touchpoints and integrate lots of different media.

**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

Concentrate 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.

**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’s 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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