

Educate Your Way to Open Enrollment Bliss

For many people (most, actually) benefits terms and concepts are confusing, insurance options are mind boggling and open enrollment is overwhelming. As a result, many employees put off enrolling until the last minute, and end up with inadequate or oversized coverage.

But fear not! You can help employees get right-sized coverage by educating them on the mysterious universe of health insurance and other benefits! Follow these few steps to guide employees to a state of OE bliss!

Keep it Simple

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

Source: UnitedHealthcare Consumer Sentiment Survey

Explain the basics: even if you think they know it! Use easy-to-understand language and incorporate video and imagery



Appeal to Different Learning Styles

People learn in many different ways. For example, some learn by doing, others learn by **reading** or **watching videos**, and still others learn best **listening** and **asking questions**.



Choose *educational materials* to appeal to different styles, with a mix of:

- In-person meetings
- Posters and print materials
- Videos and online resources

Use multiple communication channels

Use whatever you think will get employees' attention:

videos, websites, letters, puppet shows, washable tattoos, text messages, megaphones. *You get the picture.* Adapt your communications to fit your employee demographics: **Millennials, Gen Xers, and Baby Boomers** will have different communications preferences, as will **new versus seasoned employees**.

Make it Easy to Compare

⌚ So many plans, so little time. ⌚

At first glance, many medical plans can seem similar, but choosing an **HDHP** when you really need a **PPO** can have **serious consequences!**

To avoid acronym confusion, make it easy for employees to view your plans **side-by-side** so they can compare *deductibles, premiums, and other vital statistics!*

Talk to Spouses as well as Employees



Send educational materials to employees' houses or offer that they can **opt in to emails and text messages**

Companies that engaged **spouses/dependents** with communication had a **70%** success rate!

Source: International Foundation of Employee Benefit Plans

Push the Full Value of Benefits

Benefits are a *major expense*, yet most people spend more time researching a new cell phone than they do their **benefits choices!**

In 2016, the average family paid

\$9,996

for medical coverage alone.

Source: CNBC.com

Benefits cost employers an additional **25-40%** of employee salaries.

Source: U.S. Bureau of Labor Statistics

Don't be shy about showing employees what their benefits cost: consider sending them **total compensation statements**, either printed or online!

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