



OPEN ENROLLMENT READINESS: PART 4

Planning and executing on your employee communication strategy



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Welcome

Goals for this Session

1. Defining your message: 10 questions to be sure to address during OE
2. Building and executing on your communication plan: Communicate early and often
3. Highlighting the "perks" in your benefits package
4. Post-enrollment communication tips



1

Defining Your Message: 10 Questions to Address for Open Enrollment

Submit your ideas through chat...

What is the one question you hear from employees or wish they knew during open enrollment?

Respondents will have the opportunity to win a rocketbook or wireless headphones.



What to Know **PRIOR** to Open Enrollment

- 1 What are the **deadlines and rules** for the current plan year?
- 2 What plans are **changing or being added**?
- 3 Who is **eligible** for benefits? What makes them eligible?

What to Know **DURING** Open Enrollment

- 4 How do I **determine my election**? Which option should I enroll in?
- 5 How do I **submit my open enrollment** selections?
- 6 What is the **deadline to enroll** and what happens if I miss the deadline?

What to Expect **AFTER** Open Enrollment

7 How do I know my **new election** has been established?

8 When is the **money available** in the new plan year?

9 Will I **receive a new card** for the next plan year?

10 What is my **Company Code** and **Member ID** with BRI?

And bonus question...

We will reach out to the winners separately to claim your rocketbook or wireless headphones.



2

Building Your Communication Plan

Plan for Multi-channel Communication

80% using 3 or more channels

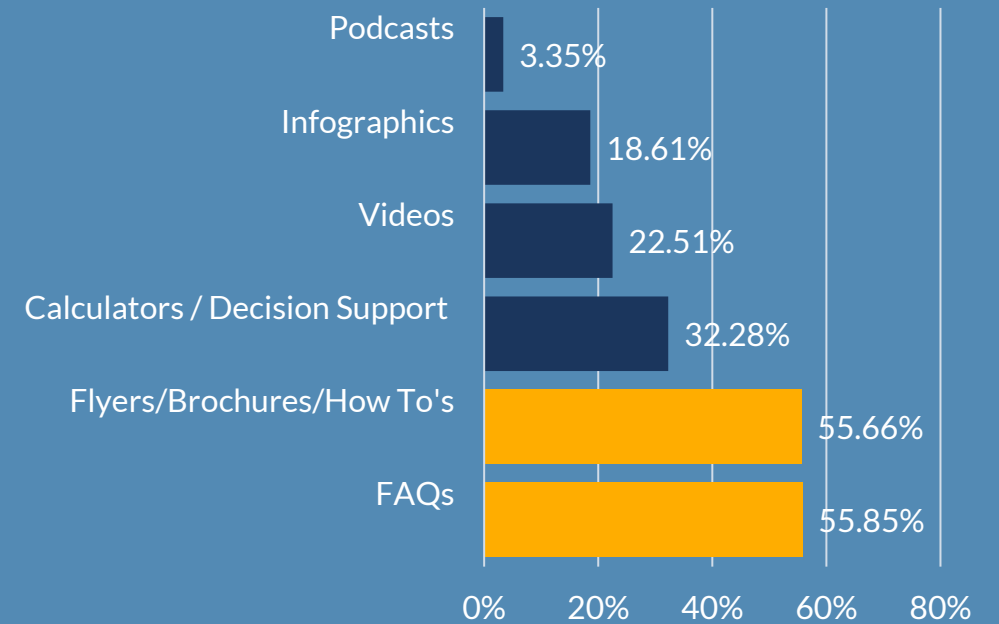


Nearly 9 of 10 will use email



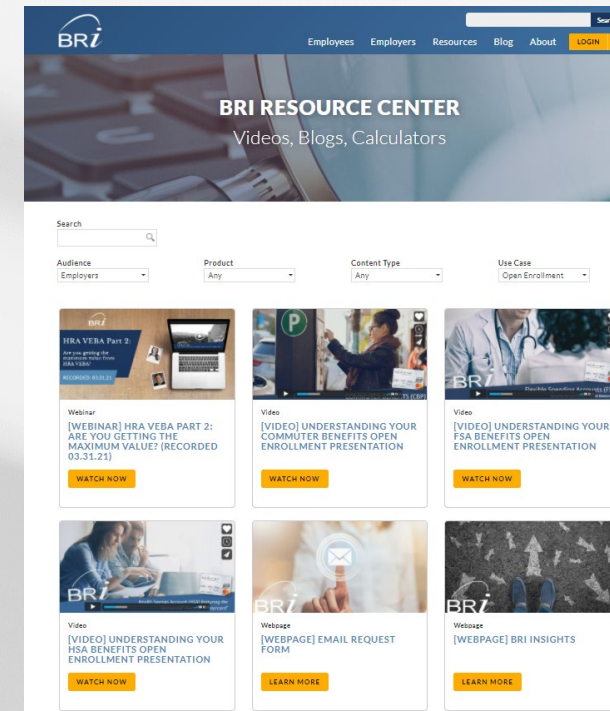
75% using web pages and portals

TOP RESOURCES REPORTED BY PARTICIPANTS



Leverage OE Resources from Partners

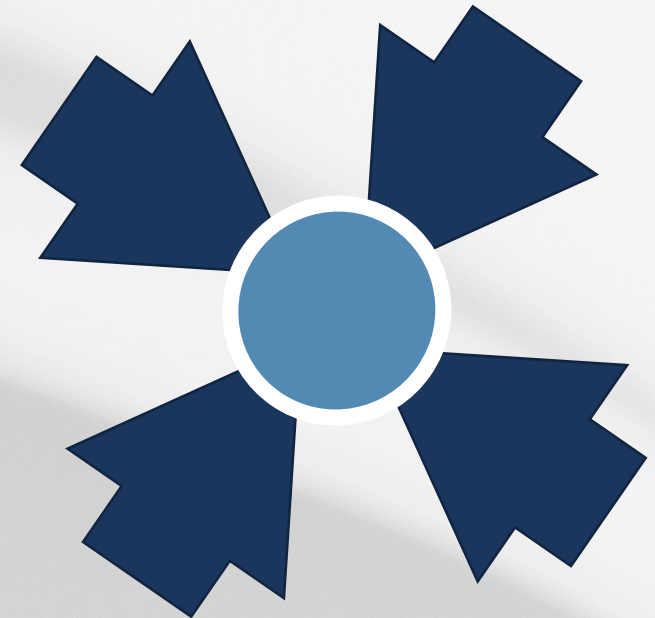
- Popular OE Flyers
 - Why Do I Need Flyers: [View All](#)
 - Education Guides: [View All](#)
- [FAQs Page](#)
- Popular OE Videos (*more videos coming soon!*)
 - [FSA Explainer Video](#)
 - [HSA Explainer Video](#)
 - [Commuter Explainer Video](#)
- New Resources for Employers:
 - [Plan Snippets](#)
 - OE Starter Kits: [View All](#)



VISIT
BenefitResource.com/resource-center

Centralize all Your Benefit Resources

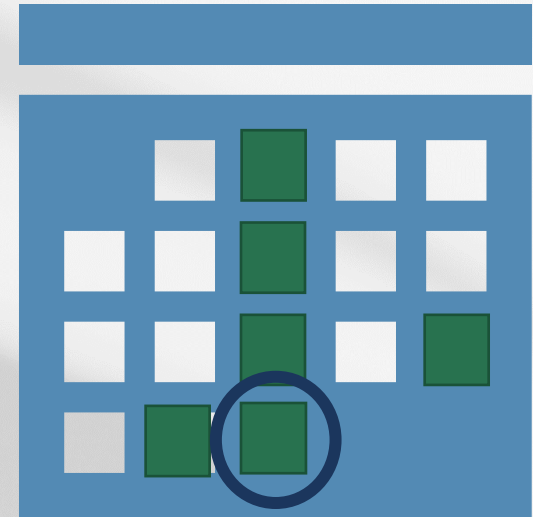
Create a central location for all of your benefits information for a quick reference for employees.



Don't be Afraid to Overcommunicate

Overcommunicating is about regularly delivering **information that's important**, straight **to the point** and sent at the **right time** and to the right people.

It is not...an opportunity to bury employees in details.



Personalize/Target Your Communications

Consider personalization and/or segmentation for maximum impact.

Personalization

Incorporates details important and relevant to the individual (i.e. name, deadlines, balance, etc.)

Segmentation

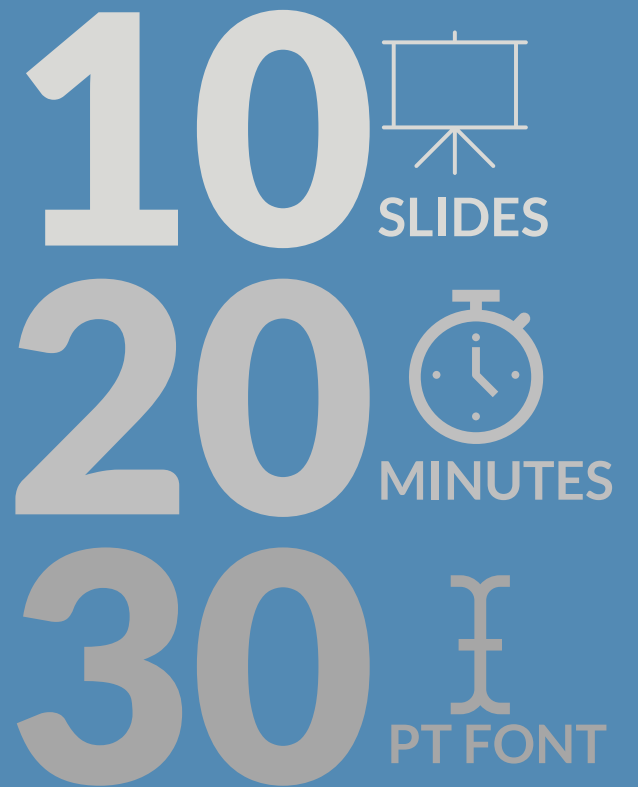
Uses characteristics or details to identify relevant information and topics (i.e. age, plans, usage characteristics, etc.)



Keep Your Messages Clear and Concise

Presentation Tips

- Follow the **10-20-30 rule**:
10 slides, 20 minutes, 30-point font
- **REACH** employees:
 - Record
 - Engage
 - Answer questions
 - Catch attention
 - Humor / Humanize



3

Highlighting the “Perks” in
Your Benefits Package

Submit your ideas through chat...

Tell us the “perks” you like to highlight during open enrollment.

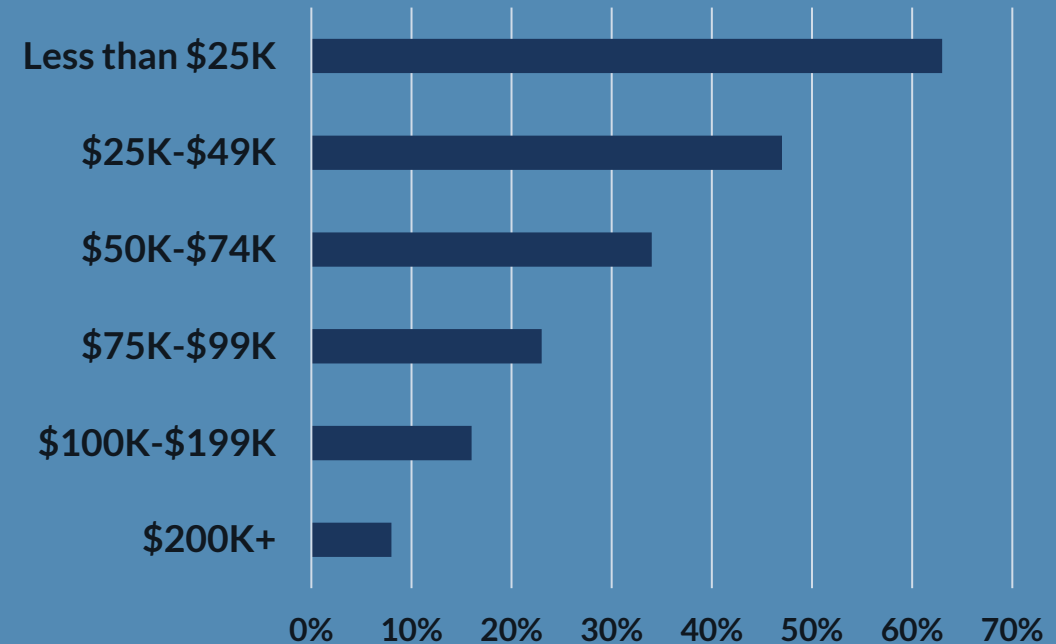
Respondents will have the opportunity to win a rocketbook or wireless headphones.



Answer “What’s in it for me?”

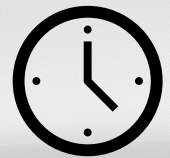
- **Leverage examples** of different life situations and highlight the benefits that one might use.
- Provide **decision support tools** to help employees identify the benefits that may be right for them.
- **Illustrate savings** on the things employees are already spending money on.
 - Child Care
 - Transportation and Parking
 - Medical, Dental, Vision, Prescriptions, Chiropractic, Counseling, etc.

PAYCHECK TO PAYCHECK BY INCOME



Source: PYMNTS “Reality Check: The Paycheck-To-Paycheck Report” (June 2022)

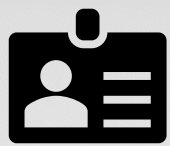
The “hidden gems”



“Non-traditional” benefits



Under-utilized benefits



Included services not being promoted

Attendee Ideas

What are some of the perks you like to highlight?



4

Don't Forget These
Post-Enrollment Tips

What employers need to be thinking about...



1. **Keep communicating** all year long
2. Ensure timely **access to account funds**
3. **Report adds** and changes in a timely manner
4. Create **awareness for key resources** such as company code and plan highlights
5. Provide clear direction on **who to contact** for what

Key actions to help employees **make the most of their accounts.**



1. Register for **BRIWEB** (and download BRIMOBILE)
2. Sign up for **notifications and direct deposit**
3. **Activate card** / set up digital wallet
4. Know **what is eligible** and how to submit claims
5. Understand what **Plan Highlights** are and where to find them

Post-Enrollment Resources for Employees

Flyers/Worksheets/How To's/Webpages

- [BRIWEB FAQs Page](#)
- BRI Tools: [View All](#)
- Beniversal Card: [View Page](#)
- Eligible Expenses
 - Worksheets: [View All](#)
 - [Eligible Expenses & Eligible Resources Page](#)
- How-to Guides: [View All](#)

Videos

- Explainer Videos: [Getting Started with BRI and Substantiation Overview](#)
- BRIWEB Tutorials: [How to Register and Participant Portal Overview](#)

Infographics

- [4 Ways to Check Your Balance](#)
- [Claims Best Practices](#)
- [Ultimate Receipt Guide](#)
- [Benefits of Your Digital Wallet](#)

**VISIT OUR WEBSITE FOR MORE MATERIALS:
[BENEFITRESOURCE.COM/RESOURCE-CENTER](https://benefitresource.com/resource-center)**

Next Steps...

1. **Visit BRI Resource Center** to access Open Enrollment and Ongoing Communication resources.
2. **Contact your BRI Representative** for any specific open enrollment needs.
3. **Build your plan** for Open Enrollment Communication
4. **Communicate, Communicate, Communicate**

Time is running out!
Open Enrollment
is just around the
corner.





Thank You!

ANY QUESTIONS?