

Benefits Communication Solutions



A Resource Guide for Open Enrollment

Open Enrollment Communications

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Ideas, Samples, and Services

We know the challenges benefit managers and brokers face in communicating benefits to employees for open enrollment, that among others include:

- ☑ Motivating employees to take action, especially during a passive enrollment
- ☑ Time needed to plan, design, write, and launch communications
- ☑ Having the right skill combination for creating quality materials (communication plus benefits knowledge)
- ☑ Reaching diverse and dispersed employees effectively
- ☑ Connecting with spouses and employees with limited access to email and posted materials

Through experience, we've learned that simple and easy-to-understand benefits communication delivered multiple ways works best.

In This Guide

Inside, you'll find communication samples for ideas and tips on how to use them in an open enrollment campaign.

About Groh & Associates

Started in 2009, Groh & Associates has created strategic and affordable open enrollment and other benefits communications for employers and brokers. We offer affordable solutions for any size group.

In addition to open enrollment, we produce benefits communication for:

- ☑ New hire benefits orientation
- ☑ Ongoing education
- ☑ Engaging employees in their wellness programs
- ☑ Compensation, HR training, and more

Our communication tools include:

- ☑ Interactive videos
- ☑ Benefit and enrollment guides
- ☑ Newsletters and change notices (SMMs)
- ☑ Emails, postcards, home mailers, posters, flyers, table tents, etc.
- ☑ Printing and fulfillment
- ☑ MyBenefits Mobile Contacts (a digital wallet card app)

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5. Mailers and Posters
6. Interactive Videos
7. MyBenefits Digital Wallet Card



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Strategy and Planning

Creating a strategy for open enrollment communications before making all benefit design and pricing decisions helps get an early start in preparing messages and materials. Waiting too long can hasten that process and dilute communication effectiveness.

What's in a Communication Plan?

Without going into detail,* a communication plan:

- **Identifies audiences**—to be strategic is to know your audiences, their perspectives on benefits, what they know, don't know, why they resist electing some benefits, or are misinformed on others. It's also important to know preferences for communication and the variances among demographic groups. Do you have survey or focus group results?
- **Sets goals and metrics** to help you know when goals are reached and to use for future and ongoing benefit communications.
- **Assembles key messages** to use consistently in all media. Decide if you need to vary messages based on job class, age, gender, etc.?
- **Matches media to audiences**—for example, if using email, what is the alternative for those without access to email?
- **Establishes timing** for project management and production.

Core Communication Components

The core media often used in open enrollment communication campaigns include:

1. **Branding:** Theme and design applied to all materials helps identify benefit communications and reinforces the message of value in benefits.
2. **Benefit Guides:** Should be easy to read, with limited jargon, and creatively designed with images and infographics.
3. **Newsletters / Change Notices:** Identifies what's changing, what to do and serves as a call to action during open enrollment. This enables the dual function of guides and also serves as an SMM.
4. **Emails, Mailers, Postcards, Posters, etc.:** To create awareness and a call to action, especially for those not on email.
5. **Interactive Online Video:** Enables employees and spouses to take action from computers and mobile devices while watching.

*Contact us for more information on strategies and planning benefits communication.

If you don't create a plan, you may not get the results you want. It's like planning a wedding but not sending invitations. Who will know to attend?

Our Services

Components can be combined for a comprehensive campaign or produced individually.

Priced to be affordable for any size group and budget.

Translation, printing, and fulfillment services available

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Open Enrollment Benefit Guides

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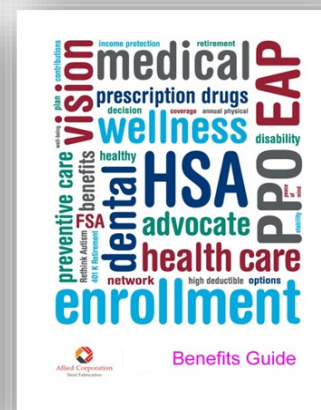
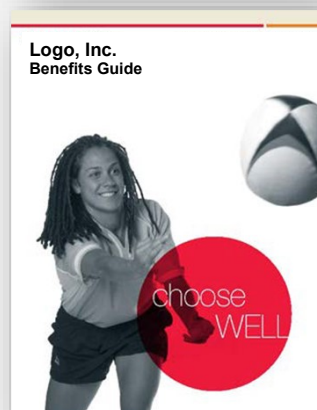
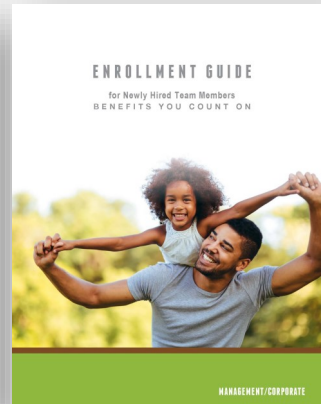
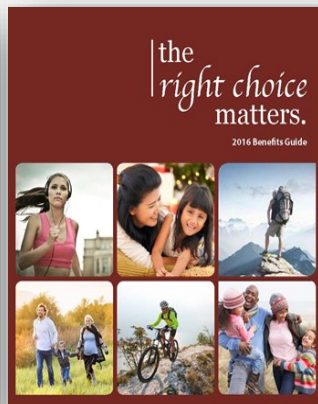
Benefit guides communicate the information that helps employees choose their benefits based on individual needs and budget. Some things to know:

- ☑ Writing must be clear and concise—limited jargon and define terms.
- ☑ Creative design and images attract attention and help accelerate learning.
- ☑ Short paragraphs with headers that convey content for those who scan to read only what interests them.
- ☑ Option to include rates in the guide or can reference the enrollment system for pricing.
- ☑ Distribution options include printing and mailing to homes or posted as a PDF or flip book.
- ☑ Annual ERISA-required notices are often included.
- ☑ Benefit guides are also a resource to use during the year.
- ☑ Serve a **dual function**, to use during open enrollment and afterwards for new hires.

Creative Design

Design is the intermediary between information and understanding.

- Richard Grete



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Newsletters | Change Notices

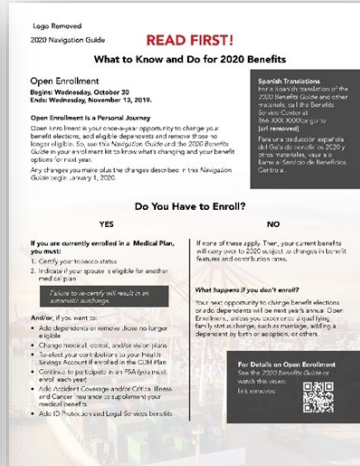
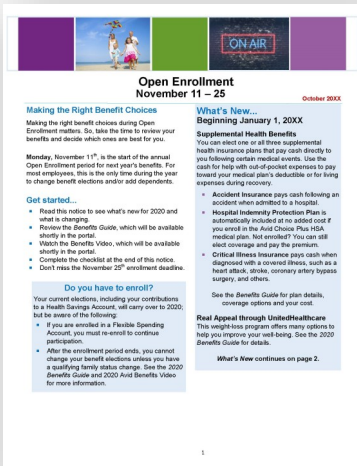
Create a change notice separate from the benefits guide as a primary call to action and your SMM. This makes the guide a better resource for new hires.

Be creative—it gets attention.

Call to Action

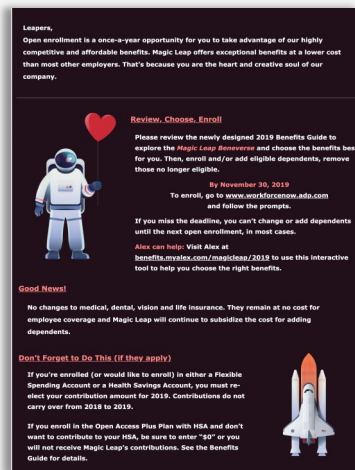
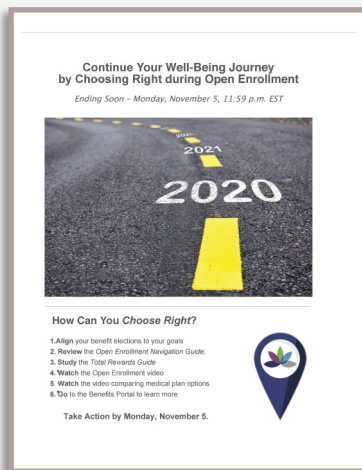
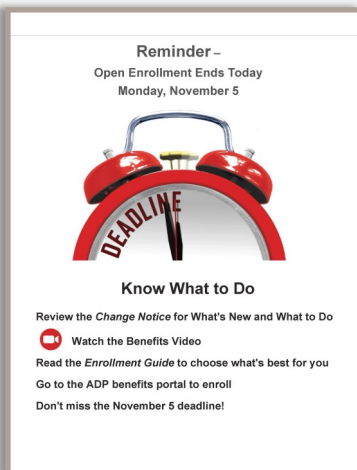
A call to action is the part of your message that tells your audience what to do. If written right, it also inspires them to do it.

-Alice E.M. Underwood



HTML Emails

A creatively designed message inserted into the body of an email to get attention. No downloading of a pdf and minimum scrolling to reach the message and a call to action.



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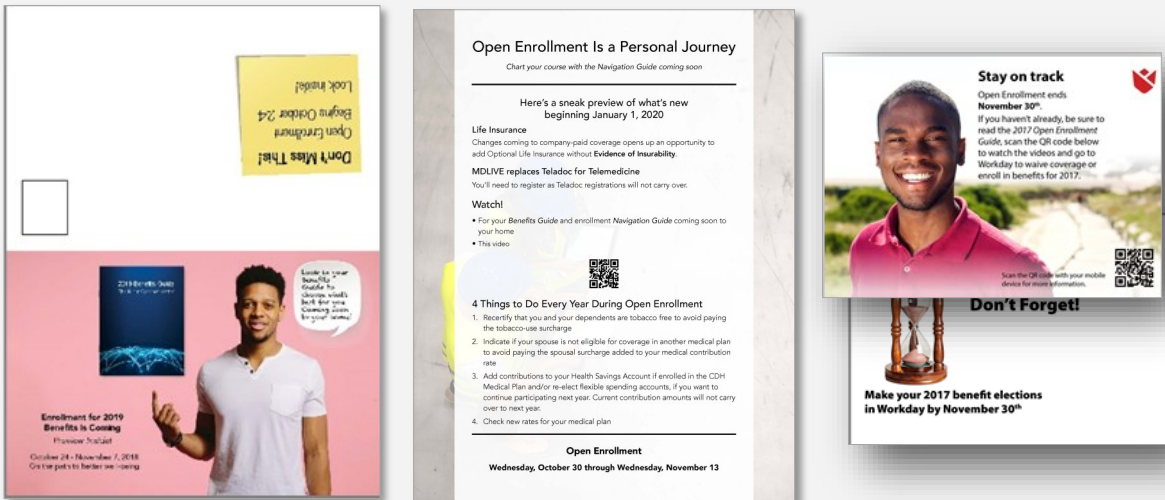
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Mailers | Postcards

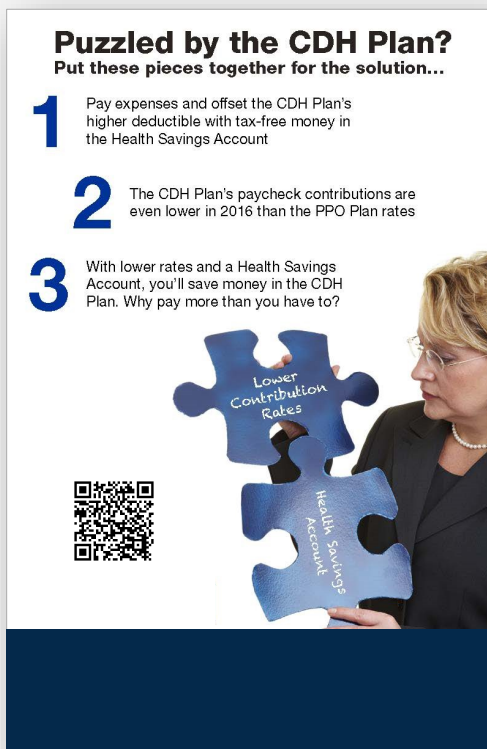
Best for reaching spouses and employees working from home. Various sizes are available. Adding a QR code can connect cellphones to a video or posted materials.



Be aware of post office regulations and requirements when designing mailers.

Posters

Reach employees who do not regularly access emails and/or a benefits portal. Add QR codes for cellphone scanning to watch benefit videos or link to websites and posted materials.



It is not always necessary to print posters commercially, if you can email a pdf locally to your HR team for posting either 8-1/2" x 11" or "11 x 17."

Larger posters attract more attention.

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Interactive Videos

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What does interactive mean?

While watching, viewers can:

- ✓ Download posted documents
- ✓ Link to websites
- ✓ Answer survey questions
- ✓ Choose what to watch through branching
- ✓ Send an email from the video

For the employer:

- ✓ Register viewers for identification
- ✓ Collect viewer analytics
- ✓ Reach spouses

Studies reveal that over **four times** as many people prefer watching a video than reading the information, meaning you may want to consider adding videos to your benefits communication.

Videos are a good fit for employees working from home.

These videos are accessible from computers, cellphones, or mobile devices.



Click to watch a sample Open Enrollment interactive video.



Click to watch this sample interactive video on choosing a medical plan option during open enrollment.



Click to watch this sample interactive video summarizing benefits for open enrollment.

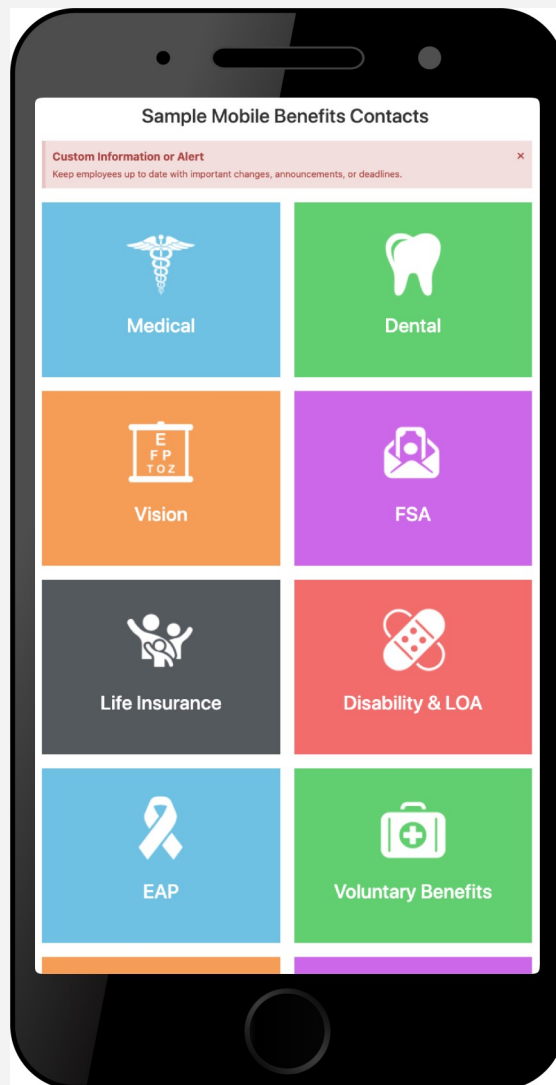


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Put your benefit contacts on employees' phones

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A digital “wallet card” that plan participants can download to their mobile devices to access benefit vendors’ service centers and websites.



Click [here](#) to test the interactive demo.

Plan participants can download from a benefits portal or email link.

On the demo, click an icon for benefit vendors' service center phone numbers and website links.

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