

Open Enrollment

HOW-TO GUIDE

Preparing for open enrollment?

In just three steps, you can create a winning open enrollment communications plan. Following the tips and tricks in the How-To Guide will help you direct your employees to the right information at the right time and prompt them to take action.



We want you to say,

"Premera gives me the information and resources I need to make my company's open enrollment period a success."

Do you have suggestions for improving open enrollment communications materials that we can consider for next year?

Let us know at blink@premera.com.

Step 1: Gather resources

At Premera, we provide customizable communications that are easily to share with your employees for open enrollment.

This content is designed to help you engage your employees, encourage them to act during your company's open enrollment period, and provide them with information that will make their health plan benefit selections quicker and easier.

Member communications for open enrollment include a variety of resources, such as:

- Three-phase email campaign
- Digital flyer
- Customizable presentation
- Meeting invite template
- and more!

You can find all the member communications in the **Promo Package** for Open Enrollment available to download from the [Open Enrollment category](#) in B'link.

B'link is your employee communications center

Supplement your open enrollment communications with additional information about your Premera health plan. B'link includes an entire library of materials you can share.

[Go explore everything B'link has to offer!](#)

Step 2: Develop a strategy

Pro tips

Here are 4 tips you can use to launch a successful communications campaign:

1. Set a desired goal. What do you want to accomplish? Where are you now?
2. Create a communications timeline (use the [example in step 3](#) as your guide) to create a complete and comprehensive communications campaign from start to finish.
3. Start communicating early and don't stop.
4. Supplement your open enrollment communications with additional information about your Premera health plan. [B'link](#) is a vast library of materials and resources that you can share.

The Rule of 7 in communications

The Rule of 7 concept is a proven method used by professionals for creating successful communication plans. Share information about open enrollment with your employees in as many ways as possible, but at least 7 times and in at least 7 different ways.

Each of the following examples can be accomplished using the Premera-provided employee communication resources for open enrollment:

- Include a message in your company newsletter
- Post an announcement on your company intranet
- Host a live, recorded open enrollment webinar or townhall meeting using our customizable presentation template
- Send a 3-phase open enrollment email campaign with launch, reminder, and last chance emails
- Send text messages
- Incorporate QR codes into other communications you're already providing to employees
- Hang posters in hallways and breakrooms
- Display table tents in your lounge and cafeteria
- Use TV slides for on-campus TV screens or as a virtual meeting backdrop

- Post on your company's social media accounts, such as LinkedIn
- Encourage leadership and managers to remind employees of important deadlines and where to find resources

Digital resources are key

Leading with digital resources is essential to develop a modern communications strategy.

Many businesses are looking for more ways to engage their employees virtually instead of in person. A live or recorded webinar, an email campaign, and regular reminders will all give your employees an opportunity to hear about their plan choices and have their questions addressed.

For your office space, we recommend projecting on TV monitors, hanging posters, and displaying table tents in all common areas.

Step 3: Create a winning game plan

Below is a suggested communications timeline you may use as a guide for sharing open enrollment resources with your employees.

Before open enrollment

Approximately one month before open enrollment begins:

1. Using this guide, gather the resources highlighted in **step 1** and develop your strategy using **step 2**. **Keep in mind: Digital resources are key!**
2. Start including messages in your employee communications to give your employees a heads up that open enrollment is coming and important information they should keep in mind. **Remember the pro tip to start your communications early and don't stop!** Here are some examples (see more ideas under the **Rule of 7 section**):

- Your employee newsletter
 - A post on your company intranet
 - Messaging around your office
 - Verbal announcements from leaders
 - Posts on your company's social platforms
 - **QR codes** included in all your communications for extra detail
3. Schedule a time at the beginning of your open enrollment period to host a webinar or townhall meeting. Plan to use this time to go over open enrollment options and important deadlines with your employees.
- a. Prepare for this meeting using the **customizable presentation template** provided. It's completely customizable—so it can be as short or as long as you like!
 - b. Once you have your meeting time scheduled, use the **meeting invite template** to invite your employees to attend.

During open enrollment

Day one of open enrollment

- Use the **launch content** to kick off your 3-step communications campaign. The email template can be pasted directly into your email, then sent to your employee distribution list. The Content 3 Ways messaging can be used anywhere your employees will read it (on your intranet, in newsletters, in a social post, and more).
- Post **flyers** and **table tents** in all the common areas of your office space (for example, in the lunchroom, hallways, or the lobby). Upload the **TV slides** if you have office monitors.

First week of open enrollment

- Present (and record) the open enrollment webinar or townhall you planned for previously.
- Send the webinar recording to all employees via email and post it on your company intranet.
- Supplement any or all your communications with additional resources about programs and benefits using **B'link**.

Half-way through open enrollment

- Use the **reminder content** to keep open enrollment selections and deadlines top of mind for your employees. The email template can be pasted directly into your email, then sent to your employee distribution list. The Content 3 Ways messaging can be used anywhere your employees will read it. **Don't forget the Rule of 7!**

Last week of open enrollment

- The final deadline is approaching. Use the **last chance content** as a final reminder to notify any employees who have not made their benefit selections to do so as soon as possible—their time is running out! The email template can be pasted directly into your email, then sent to your employee distribution list. The Content 3 Ways messaging can be used anywhere your employees will read it.

Open enrollment has ended

It's time to reflect

- What did you do that worked well and what can you do next year to improve? Did you achieve the desired goal you set for yourself in the beginning? What other resources or materials could have made it better? And don't forget to let Premera know at blink@premera.com if you have suggestions for improving open enrollment communications materials that we can consider for next year.