



GuideSpark Report:
5 Best Practices for Your Most
Successful Open Enrollment Yet

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Introduction

80% of large and midsized company HR decision makers think it's very important for employees to understand their benefit options, yet believe only 60% of their employees have that level of understanding.

ADP Research Institute

86% of employees say that benefits play a significant role in the decision to stay with their employer.

GuideSpark

Your employees know they have benefits, but do they actually *understand* their benefits? Employees who understand their benefits tend to **appreciate their value, use them correctly, and make the most of them**—and isn't this on every HR department's wish list?

Making an Engaged Workforce a Reality

As your headlining employee benefits event, Open Enrollment is your ticket to a more benefits-engaged workforce. If your current OE strategy isn't delivering the kind of results you're looking for, there are steps you can take to get to the next level. But first, take a look back on your most recent OE season and define what it accomplished for your organization. What value did it bring to employees—and the bottom-line?

First and foremost, OE's function is to get employees signed up for next year's benefits. It's a time to let your workforce in on any changes to your benefits and make sure they have the latest-and-greatest plan documents and any requisite health reform-related notices.

But it can be so much more! Deploying an effective Open Enrollment strategy can help...

- Drive meaningful connection with your employees
- Address the issue of falling employee retention rates
- Lower employee benefit costs

And while transforming OE into an employee engagement-emitting powerhouse, HR teams are optimizing their productivity. Thanks to digital technology, they're reducing HR support time, streamlining content creation, and learning how to measure their successes.

Celebrating Employee Benefits

In the HR universe, Open Enrollment is the most important time of the year. Maybe it's fitting to start thinking of OE as your employee benefits' award season: it's their opportunity to shine—so roll out the red carpet.

Let's get started.

HR Leaders and Employees Speak Up

HR LEADERS



82%

More than 82% report OE is a stressful time for HR

HR LEADERS



80%

About 80% feel that resources are strained during the OE planning phase

HR LEADERS



73%

Nearly three quarters report that their teams spend a lot of time answering employee questions during OE

EMPLOYEES



1/4

More than 1/4 don't have an understanding of all the benefits options that their employer provides

EMPLOYEES



1/2

Almost half wish that their employers would communicate benefits in a way that is easier to understand

EMPLOYEES



1/2

More than half want to leverage benefits but would like to spend as little time as possible to learn about them

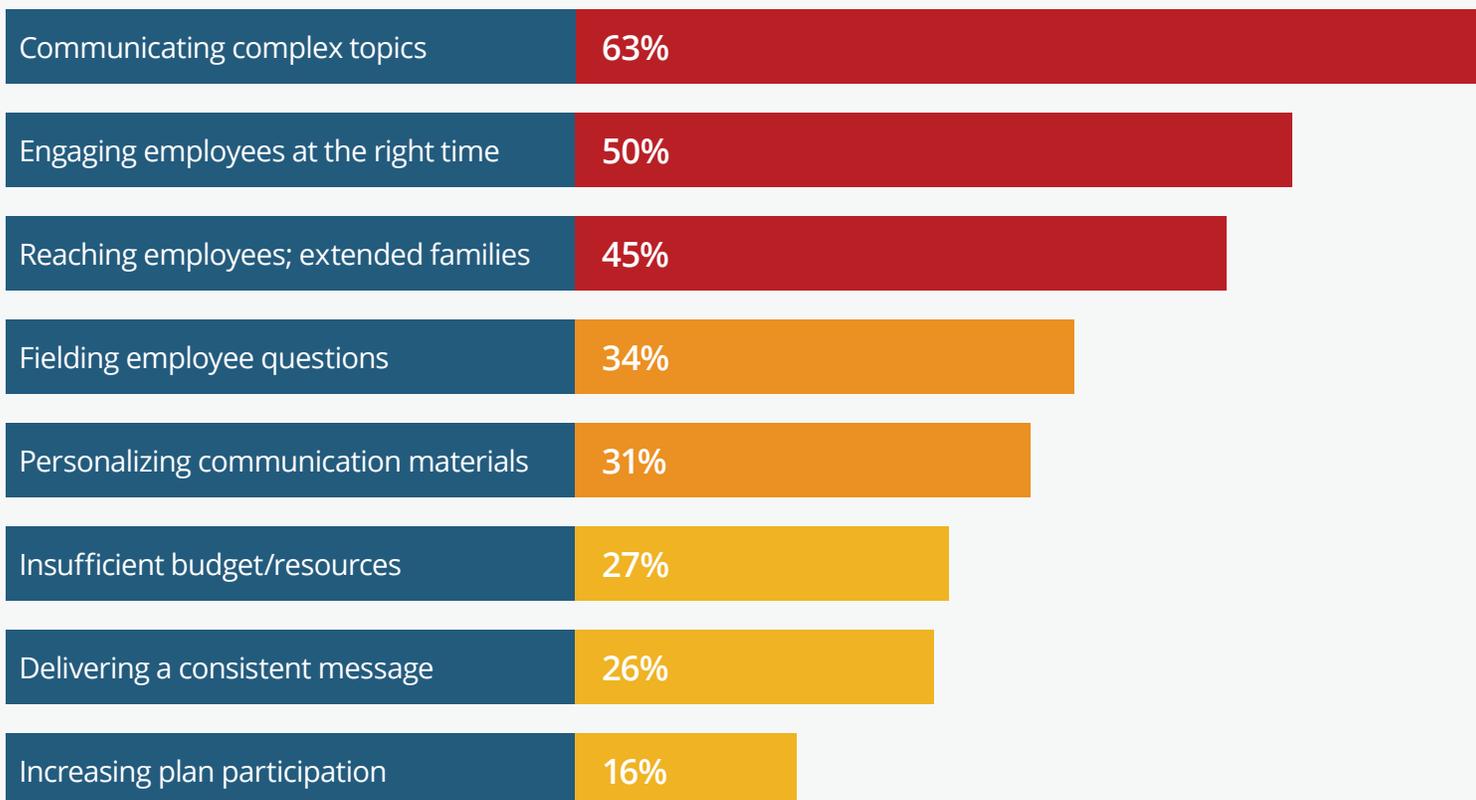
Today's Top Open Enrollment Challenges

Today's workforce is diverse, dynamic, and ever evolving, and the importance of employee benefits to attract, engage, and retain top talent has never been a bigger focus for company leaders and HR professionals. This makes Open Enrollment season—and all of your year-round benefits communications—absolutely critical to your organization's success. If there was ever a time to reimagine your Open Enrollment practices, it's now.

What's standing in your way? According to our research, plenty!

On top of the stress and strain on HR, OE is a confusing time for half of employees and 73% of employers wish they had easier ways to communicate and engage employees during OE.

Here are the OE pain points reported by HR leaders:



The top OE pain points reported by HR leaders:

Communicating complex topics

63%

Employee benefits are inherently complicated. Health care reform, retirement planning, compensation...materials coming out of HR into employee's inboxes often require their own glossaries and FAQs. And consider benefits-speak from the employee's perspective: it's lengthy and full of jargon. It's no wonder the prospect of simplifying benefit communications takes the top spot and sends many HR professionals running.

Engaging employees at the right time

50%

We hear it from HR folks all of the time: employees don't like to sit down and read HR communications. Sure, you're sharing need-to-know information, but when's the best time for an employee to absorb it? Not necessarily the middle of the workday while they're focused on a project or distracted by e-mails or phone calls. Maybe not even at the annual benefits meeting when they're tuned-out after sitting through 45 minutes of slides and a stack of paperwork. When's the sweet spot? Half of employers don't have the answer.

Reaching employees and their extended families

45%

Connecting with employees is one thing, but making sure they receive your communication and actually engage with it is another. And what about global employees? Or employees who don't sit at a computer all day, who work out in the field, or who work in a bustling shop environment? Reaching people at home, where family members can be involved in making benefits decisions, can also be hit-or-miss—especially if you're taking shots in the dark.

Fielding employee questions

34%

HR departments spend so much time answering questions—and so many of the same questions. "When's the enrollment deadline?" "What is a deductible again?" "Where's the link to that website?" Your team is busy enough making sure the benefits enrollment process is moving along, following up with benefits partners and product vendors, and managing all of your other day-to-day activities. The onslaught of benefits questions can be draining—and likely causes most of the stress reported during OE season.

The top OE pain points reported by HR leaders:

Personalizing communication materials

31%

You want to maximize the connection you're making between your employee benefits materials and employees, but you also want to minimize the time spent developing them. Crafting eye-catching communications to match your brand and voice (and sometimes in multiple languages) is overwhelming to many. This leaves employees with more generic—and less effective—materials that HR doesn't want to brag about.

Insufficient budget/resources

27%

Many companies know they have work to do to improve their benefits communication, but they don't have adequate resources. A lean, time-crunched HR team and small budget can prevent even small plans from taking off or reaching their full potential.

Delivering a consistent message

26%

They say consistency is key, and so do we. HR leaders want to deliver universally easy-to-understand benefits information to their multi-generational, multi-educational, multi-office workforce. But it's not always easy to provide a consistent OE experience and coherent set of benefits messages to every single employee, especially using traditional communication methods.

Increasing plan participation

16%

Many companies depend on the cost-savings they'll get from offering a consumer-driven health plan, for example, or they want to get top talent involved in their equity programs to boost their job satisfaction and retention rates. They've got real goals to reach, but they struggle with how to reach them. Maybe HR hasn't mastered an effective benefits communication plan?

In Their Words: Top Challenges

“Having a diverse, global workforce meant that we had to find different mediums to communicate our rewards and value proposition. We were challenged with finding all the vehicles employees prefer for absorbing this information.”



*Rosemary Arriada-Keiper,
Senior Director, Global Rewards at Adobe*

“Our biggest OE challenge was spending a whole lot of time and effort figuring out what we were going to say, how we were going to say it, and what it was going to look like.”



*Stephanie Riedel,
Senior Benefits Manager at DLA Piper*

“In the 24/7/365 healthcare setting, our challenge was finding a cost-effective way to communicate benefits information to a multi-generational workforce that was busy working.”



*Tammy Leslie,
System Director of Total Rewards
at Saint Luke's Health System*

5 Best Practices for OE Success

OE Checklist

- Review what worked and what didn't work last OE
- Set clear goals for OE
- Plan how you will measure success
- Create a multi-channel marketing/communication plan
- Start executing on the plan at least 4 months prior to launch

Bringing your Open Enrollment strategy up-to-date can be a rewarding experience your C-suite and employees will thank you for. Your HR team will be pleased with the results, too.

Here are 5 best practices for your most successful OE period yet:

1. Plan Ahead for OE

We're willing to bet that many of the HR leaders reporting that OE is a tremendously stressful time are not planning well enough in advance. In fact, GuideSpark research reveals only 1/3 are planning for more than 4 months. That means 2/3 of companies are not scheduling enough time to plan. Below are some tips to set you off on the right track.

Pre-plan.

Before you pull out your calendar, start with some planning prep:

- Sit down with your team to review what worked and what didn't work last year.
- Take an audit of your OE materials: hand-outs, mailers, e-mailed documentation, videos, social media posts, etc., and mark any changes to dates or benefits, earmark any gaps, and feel free to ask managers and other HR reps to provide their ideas for revisions.
- If you're introducing a new health plan or other benefits this year, start outlining what new information and resources you'll need to share with employees.

Now put all of this information together and label a file with "2016 Open Enrollment."

Consult with your employees.

Ask your workforce if there are any particular benefit topics they would like to learn more about this year, and how they'd prefer to receive information. Invite someone to be on the planning committee. Getting various stakeholders involved will help you brainstorm new ideas, think outside the box, and cover all of the bases. Plus, you'll have people in your corner ready to champion your campaign when Open Enrollment comes along.

1. Plan Ahead for OE (cont'd)

Start compiling support materials.

It's never too early to start anticipating employees' questions—the ones that will keep your team busy during OE season. Start writing a FAQ document and create tools like a health plan comparison chart and a contact sheet with handy numbers and e-mail addresses.

Work with your employee benefit partners.

Your benefit partners are there to help make your OE a success, so leverage their knowledge and resources. Communicate with them early and often so you're on the same schedule and have the same goals for your employees going into this OE period. They may need information from you so they can customize materials for your workforce, so be proactive and reach out to them with what they need to know. Involving your benefits partners in your OE not only ensures you're following their best practices and meeting their requirements, but they can also give you tips and resources to make enrolling in their products easier.

Open Enrollment Timeline

12–16 weeks before OE

- Identify materials requiring changes
- Prepare a solid marketing plan
- Prepare assets for vendors creating communication content

6–12 weeks before OE

- Provide vendors with list of OE changes
- Update existing materials that require changes
- Schedule live meetings/webinars (if any)
- Roll out communication plan through appropriate channels
- Start sending out teasers about OE

1–6 weeks/ Go Live

- Test run everything before go live
- Send reminders to employees through all appropriate channels
- Continue rolling out communication plan
- Success! You are done

Plan ahead to enjoy a smoother, less stressful Open Enrollment period.

Tips

for Implementing Active Enrollment

Employers have gotten the message that engaged employees are more satisfied, more productive, and more likely to see the value in their benefits programs. That's why more HR professionals are transitioning their employees to active benefits enrollment—requiring them to engage in the benefits selection process by actively choosing their benefits, which won't passively roll over from last year. And if the last time an employee elected benefits was when they were hired, this is the perfect way to reinforce all the great benefits your company offers.

Companies using a passive enrollment run the risk of having higher overall benefits costs, especially if they're offering a lower-cost alternative to existing coverage. If employees don't understand their plan options and make a poor choice for their needs, they might end up overinsured or underinsured, and neither situation is easy on the bottom line.

Ready to Go Active?

Here are some tips to help ease your HR team and employees into active enrollment:

Time it right.

You might want to time your active enrollment rollout when you offer something new or when you think employees really need to evaluate their benefit options in order to save money or maintain the right level of coverage. For instance, this might be when your company introduces a new type of health plan, when you change carriers, or when employees have to make HSA or FSA elections. It's at these times, in particular, when employees have more incentive to participate in Open Enrollment events and take action to elect or change their benefits.

Build-in safeguards.

For as easy as you make it for your employees to participate in OE events and enroll, there are almost always a few who simply don't pay any mind. You can't risk employees missing out on important benefits they need, so pick up the phone and call the non-responders personally; or, send out a targeted voice mail. As the election deadline approaches, up the ante.

Get managers' help.

It's never a bad idea to have the managers on your side, promoting the benefits package and the wonderful events and materials HR has made available to make elections easy. Think of them as a layer of reinforcement and ask them to communicate your OE messages to their teams and even help you reach non-responders as deadlines draw near.

2. Set Clear Goals— and Measure Success

If you've already assessed the ups and downs of last year's OE season, the process probably shed light on what you'd like to improve upon and start measuring. If not, don't miss this critical step. Consider what GuideSpark research revealed about HR leaders:

- More than 84% of employers feel it is important to measure their OE efforts.
- 60% wish they had better tools and capabilities to measure their OE efforts.
- 2/3 use an annual or periodic survey, while 1/3 don't measure at all.
- 1/3 failed to meet or set any specific goals for OE to begin with.

By evaluating your OE efforts, you'll gain invaluable insights into your benefits package and communications plan, making your next OE season smoother and your employees (and boss) happier. You'll better understand your employees' learning preferences, maximize your department's personnel and budgetary resources, optimize your processes for benefits training and elections, and more. Now you have the reasons to do it, so here are answers to questions you might have:

What are common OE goals?

What exactly do you want employees to do? While every organization has different priorities, many have goals targeting enrollment, engagement, and HR budgets and productivity. For example:

- Increase enrollment in company's consumer-driven health plan by __%
- Get __% of employees saving for retirement
- Engage __% of employees in viewing wellness program video
- Reduce printed OE material budget by __%
- Decrease number of calls to HR hotline by __%

What do we measure?

Focusing on collecting only the most relevant data will save time and energy. Your key metrics should be tied to goals. Using the examples shown above, you'll want to collect data related to health plan and retirement plan elections, video views, OE material downloads, and HR hotline call logs. Additionally, it's helpful to know which employees attended a seminar, when individuals enrolled in benefits, who opened e-mails and clicked through, and whether they accessed OE content at work or at home and on what device.

Wherever possible, establish a benchmark for goals from last year. Your results from this year, then, can help establish goals for next year so you can make necessary changes to your OE plan.

How do we measure?

Aside from using traditional sign-in sheets or manual tick marks, ask your IT team what user data is being collected from e-mail or phone logs and other in-house systems. Your best approach, though, is to leverage the tools/solutions provided by your third-party vendors. Digital communications enable you to easily track user activity and measure your efforts.

OE and Employee Retention

53% of plan sponsors say that retaining employees is a “very important” objective of employee benefits, second only to controlling healthcare-related costs.

Prudential

The role of medical health insurance was rated Critical/Very/Moderately important for retaining key employees among 72% of companies with less than 50 employees, 88% of companies with 50-999 employees, and 90% of companies with 1000+ employees.

ADP Research Institute

Employees say benefits are influential with respect to workplace well-being and employer reputation, and rank benefits higher than employers do:

- Job satisfaction (77% vs. 52%)
- Loyalty (66% vs. 48%)
- Decision to leave (53% vs. 33%)

Aflac

Like the new employee onboarding process, Open Enrollment is when you sell to your workforce the value of working for your organization. There is a strong relationship between how well employees understand their benefits and whether they feel valued and engaged at work, and engaged employees tend to demonstrate enhanced productivity and more company loyalty.

Keep top performers happy.

Today’s employment marketplace is competitive, especially for top talent. People with specialized technical skills, from programming expertise to being social media savvy, are highly sought-after. They have the bargaining power, and they’re using it. So when you’ve got star performers in your ranks, keeping them satisfied and engaged with their work and aligned with your company’s goals becomes a priority. Meeting their needs is a competitive necessity.

Keep up with what’s important to employees.

Employees favor benefits packages that add value to all areas of their lives: medical coverage, including dental and vision plans; life insurance; retirement plans; opportunities for professional development and advancement; salaries and bonuses; paid vacation and sick time. In the mix today we’re seeing more robust health and wellness programs and benefits designed to address employees’ overall financial wellness.

Keep your benefits up-front and center.

To “reap the benefits” of providing benefits, benefits communications need to be central to HR communications year-round. This OE period, maximize your efforts to:

- Promote your employee benefits package.
- Educate employees on their benefits options so they can make the best choices.
- Show employees the dollar-and-cents value of their benefits.

Open Enrollment season can kick-off your renewed commitment to this goal. Then, keep it going so employees can revisit their benefits when questions come up or something changes in their lives—like they need to tap into their HSA funds or want to start contributing more to their 401(k) plan. Providing “touch-points” with their benefits encourages their engagement and can make a big impact on their decision to grow with your company.

3. Create Multi-Channel Marketing/Communication Plan

You've got OE goals in place and a plan to measure them. Now, it's time to decide how you'll spread the news about your fabulous benefits package and new-and-improved OE activities calendar. Creating awareness of OE and driving employee engagement requires strategic communications, but the planning process and implementation can be fun. Here are some guidelines you can follow to help ensure easy-to-understand benefits communications materials and promote employee engagement with them:

Use a variety of communication channels.

If you didn't tackle this in the planning phase, ask employees about what's the best way to communicate with them about benefits—and listen to what they say. Be prepared to share in different ways that will appeal to different employees. Some people favor traditional methods, like face-to-face meetings and paper-based resources, while others expect web-based and digital content they can read on the go. Your best bet is to use a mix of channels so you can reach the same employee in multiple ways and reinforce your messages. When your communications plan is customized to meet everyone's needs, engagement goes up.



3. Create Multi-Channel Marketing/Communication Plan (cont'd)

Tell employees why OE matters this year.

Prioritize your messaging and manage change early. Be up-front about what makes OE different this year: what new benefits or plan you're introducing, any new processes they need to follow, new tools or resources they can access. If you're moving from a passive to active OE approach, spell out exactly what employees need to do by the all-important enrollment deadline date.

Simplify, simplify, simplify.

All of the communications in your campaign, from the materials themselves (e.g. handouts, presentations, video content, e-mail messages, posters) to the messages you send through your different channels (e.g. face-to-face, video, e-mail, social media, office bulletin boards), need to be clear. That means simple and to-the-point, so employees know what they're supposed to do.

- Try to avoid jargon, and don't cram in too much copy.
- Include or embed links to tools and resources you want them to use.
- Feed information in bite-sized chunks.

You want to make it easy for them, every step of the way, and your communications need to lead them, not lose them.

Looking to go green? Go digital.

More organizations are trying to cut down on the amount of paper they consume because "going paperless" is better for the environment and can save money. OE can be a particularly paper-heavy time of year, so it's an opportunity for HR to put digital processes in place:

- Move OE communications to a digital communications platform.
- Replace live meetings with multimedia.
- Embed multimedia files into e-mails, texts, and Intranet.

In Their Words

"By adopting a strategy that embraced paperless communications and multimedia, we achieved strong employee engagement results and a significant lift in more employees now understanding their benefits."

— Tammy Leslie,
System Director of Total
Rewards at Saint Luke's
Health System

Make Room for Millennials

Over half of Millennials don't have a complete understanding of all of the benefit options that their employers provide.

GuideSpark

Currently between the ages of 18 and 29, Millennials are the most tech savvy generation to ever come along, and their presence in the employment landscape will continue to grow by leaps and bounds—rising to almost 50% by the year 2020, according to Forbes. Look at these statistics from GuideSpark's 2014 Employee Benefits Communications Report and what they mean to your OE communications strategy:

- **Millennials are 30% less likely than non-Millennials to want to receive communications via snail mail.**
- **Almost 44% would like to receive critical benefits-related communications on their mobile device.**

Vast amounts of paperwork, lengthy paragraphs of text, and dry, uninspiring content used to be the norm to communicate everything from your employee handbook to Open Enrollment. It's now considered as outdated by your Millennial workers as having a clock on the wall or a cellphone with a pull-up antenna. Millennials grew up watching DVDs, playing video games, and using cordless—make that mobile—phones. When it comes to learning, they're accustomed to the efficiency of web-based tools, videos, and various forms of online collaboration.

- **61% of Millennials want to leverage their benefits, but would like to spend as little time as possible to learn about them (compared to 51% overall).**
- **56% of Millennials wish their employers would communicate benefits in a way that is easier to understand (compared to 46% overall).**

When talking to Millennials about your benefits package, keep a few things in mind. They're relatively young and healthy, so they may not have much knowledge of or experience with health insurance. And if they're delaying marriage or kids, they may have a very limited interest in life insurance or even retirement planning. There's plenty of room to educate Millennials on the advantages of participating in your company's benefits program and sell them on the value you provide—as long as you meet them at their level and appreciate their particular life-stage needs in the process.

86% of large and mid-sized companies said that giving employees 24/7 access to benefits information was important.

ADP Research Institute

The options primarily cited by HR leaders for employees to get answers to their questions are an in-office HR team, a dedicated HR representative, and the employee’s manager. Yet employees’ responses cited these resources less frequently and are turning toward more automated sources such as a portal or 800 number.

ADP Research Institute

4. Educate Employees Anytime/Anywhere

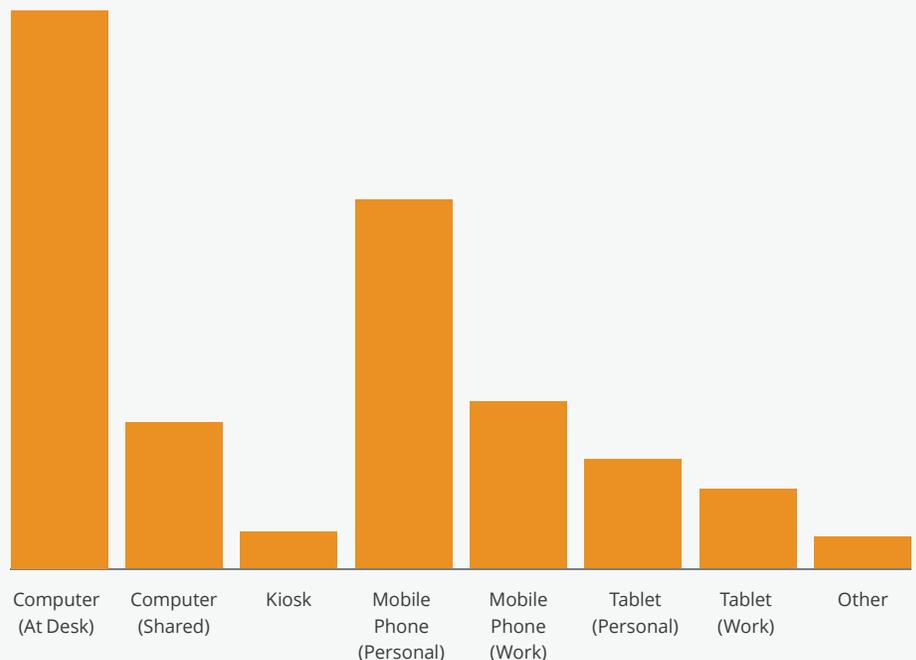
This day and age, people expect to be able to consume information when it’s convenient for them. And that includes benefits education and HR-generated materials leading up to OE that you really need them to see. When you enable employees to consume benefits info at any time of the day, they can learn at their own pace and when (and where) they’re most likely to absorb the information and take the required action. Plus, 24/7 access makes materials sharable with family decision-makers who are involved in selecting benefits.

Leveraging SaaS

Web-based content and videos are easy to access around-the-clock, from home or the office.

Experiment with modern solutions/methods to communicate through video, mobile, social, and SMS. For industries where employees are harder to reach, there may be an opportunity to leverage employees’ personal mobile phones.

What devices are available to employees at work?



Source: GuideSpark research

5. Keep It Going All Year

One tremendous advantage of implementing a refreshed OE strategy is that most of the materials you've created remain relevant throughout the year and beyond. Much of this evergreen content can serve as the backbone for a yearlong benefits education program, providing employees with timeless, extremely useful information on the basics, like:

- How insurance works
- Advantages of saving for future medical expenses
- Maintaining a healthy heart

These are topics your employees can tackle year-round, not just in the few weeks preceding Open Enrollment deadlines. When it comes time to evaluate their financial and coverage needs, they'll be a few steps ahead.

Don't stop communicating just because the Open Enrollment deadline has passed. Provide ongoing learning opportunities that support your employees' financial and physical wellness as well as your organization's HR goals. Your employees will become more engaged, knowledgeable, and better prepared to make educated decisions when it's time to enroll for the year ahead and the whole year through.

Communicating Health Care and Wellness

In the era of health care reform, Open Enrollment is the #1 time to connect with employees on critical healthcare issues. Rising healthcare costs have driven up benefit costs for most employers, leading organizations of all shapes and sizes to rethink the way they administer healthcare benefits. Many companies are adopting consumer-driven health plans and defined contribution healthcare strategies. They're introducing or restructuring wellness programs to motivate employees to change behaviors that can impact their productivity in the workplace and potentially lower their medical bills.

HR professionals are eager to improve the way they communicate healthcare concepts and benefits—not to mention driving new behaviors. They're experimenting with new ways to engage employees in the healthcare process, from choosing benefits to using their coverage.

Support healthcare decisions.

As employers expand or change their health plan benefit options, they need to help their employees make more informed healthcare decisions. HR's primary focus to meet this end is educating their workforce on fundamentals, like:

- How health insurance works
- Advantages of saving for future medical expenses

Employees can take these insights to help them assess their needs and determine what level of coverage is most appropriate for them and their families.

Drive a culture of health and wellness.

Corporate culture is a hot topic alongside employee engagement—the work environment and its people and goals are what “make” the employment experience. With health and wellness being so important to employers today, thanks to their relationship with benefit costs and productivity levels, many companies are weaving new concepts into their communication plans. Providing educational information is helpful, and so is promoting use of wellness programs. Maintaining a dialogue about health and wellness that begins during OE and stretches throughout the year keeps these important topics top-of-mind and can help define the company culture.

In Their Words

“GuideSpark’s video solution was the vehicle we needed to deliver clear, concise messaging about our new consumer-driven health plan to help employees determine if they’re a good candidate for the plan, to understand how it works and how to use it. The uptick in enrollment proved employees were informed enough to make those decisions.”



*Patricia Atkins,
Employee Benefits Plan Administrator
for the City of San Antonio*

“We offer two plans (HDHP and Open Access) and HDHP is the richer one, but employees only saw the high deductibles in the HDHP plan, which deterred people from choosing it. Our strategy to introduce the video platform in combination with active enrollment and multi-channel communications drove great results and a more engaged workforce.”



*Erin Cartwright,
Benefits Manager at Cameron*

“GuideSpark has become an extension of our HR team. GuideSpark helps us quickly inform new employees about Adobe’s numerous offerings, ensure that global employees understand and value their rewards package, and enable employees to better plan and manage their financial future.”



*Rosemary Arriada-Keiper,
Senior Director, Global Rewards at Adobe*

Creative Ideas for Open Enrollment

Open Enrollment can be a fun time for HR and employees—especially if you're launching a new-and-improved process and communication strategy. Taking a creative approach helps you make an emotional connection with your employees that can be very effective around benefits education and enrollment. Employees are invested in their own well-being, after all, and you're sharing with them how your company's benefit package adds value to their life. Bringing a smile to their face, motivating them to take action—getting them to engage—this is when you reap the rewards of your efforts. It also makes your OE season a success.

Here are some ideas to try:

Wrap your campaign in a catchy theme.

You want employees to do something: read, watch, listen, login, ENROLL. First, you've got to catch their attention. Package your Open Enrollment events and messages into a campaign that's fun, creative, and draws their interest. Your employees will take notice of a fresh theme that's different from your standard corporate messaging and it'll help you start off on the right foot and keep them tuned-in for the duration of OE season. Some examples:

- "Lights. Camera. Enroll." Theme
- "OE is an All-You-Can-Enroll Buffet" Theme
- "Rock Enroll" Theme

Just make it about them—**it's *their* benefits package**, after all. As long as it's relevant to your employee base and aligns with your organization's brand, your theme will set your OE communications apart from the rest.

Offer incentives to participate in OE activities.

Having a raffle or company-branded giveaway for spouses and domestic partners who register for Open Enrollment events, watch a video, or perform another action, is a fun way to encourage involvement. Offer gift cards to employees and their families for completing wellness activities, or run a contest for who can participate in the most activities.

Tell a story.

At the end of the day, you want your employees to say, "This is a great place to work." You can help create this reality by incorporating storytelling during OE. You can do this through your theme, your communication materials (words and images), and using multimedia. You want your employees to see themselves in your messages. This helps them understand what's in it for them: what's the benefit of them engaging with you around any communications you're sharing. Talk to them at their level, and say, "your needs may have changed in the past year, and now's your chance to update your benefits."