

# Open Enrollment Benefits Communications Timeline

## 6-12 months before

### Educate and reinforce ideas

- Deliver benefits education (HSA/FSA, 401K, wellness, etc.)

## 2-3 months before

### Introduce plan highlights & bring leaders onboard

- Outline plan details and facts
- Email
- Create video
- Post web content
- Present at staff meetings
- Update intranet
- Hang high-level posters and signs

## Open enrollment

### Promote engagement

- Continue driving engagement with decision support tool
- 1:1 coaching (chat, calls, etc.)

## 4-5 months before

### Send high-level communications

- Save the date postcard/email
- Introduce new terms
- Lock down any new vendors

## 1 month before

### Launch microsite and tools

- Provider directory
- Price list for common services
- Personalized decision support tool
- Employee enrollment meetings / webinars
- Biometric and wellness events
- Benefits & enrollment FAQs
- Enterprise social media for questions and employee testimonials

## Post-enrollment

### Measure success

- Survey employees and review results
- Look at decision support metrics
- Analyze enrollment statistics

