Open Enrollment Best Practices & Digital Solutions

October 16, 2020

Open Enrollment Best Practices:

High-level ways to make open enrollment smoother and more effective

Digital Solutions:

Down-to-earth technological assists for the above!

People love benefits but hate signing up for them

93% of employees typically choose the same benefits (e.g., medical, dental, vision, etc.) year after year.

55% spend less than 30 minutes researching their benefits options.

26% would rather skip their morning coffee or give up their favorite food rather than complete their benefits enrollment.

Top ranked benefits enrollment tools

- 1. Enrollment website
- 2. Benefits spending/estimated cost tools
- 3. One-on-one access to a benefits consultant
- 4. Printed materials

7 Pro-Tips

Do your homework

Before you begin, consider an employee survey or focus group to check in on how the process went last year. Was there anywhere you may have missed the mark? Ask the executive team to produce a list of short and long-term goals for benefits.

Take it online

Employees are growing more and more accustomed to managing their important tasks online. According to the Aflac WorkForces Report, 62 percent of employees enrolled in their benefits online, up from 46 percent the year prior. Communicate consistently and in advance and offer benefits education and election online.

Have help on-call

Research shows that although they may have been involved in electing their plan, two in five insured Americans do not have a solid understanding of the services covered under healthcare plans. Consider providing faceto-face or virtual consultants who can walk employees through the open enrollment process.

Explain changes in terms everyone understands

Make it easy for employees to know the basic ins and outs of their healthcare plans by providing easy to understand definitions for common terms. Check with your insurance carrier for a list of terms.

Offer resources that employees (and you) will love

One-on-one advisor services that assist with price comparisons, billing assistance and general customer service inquiries lessen the burden on employees and HR departments, while employer-sponsored health clinics (offering medical and wellness offerings) also are a high-engagement benefit with direct cost savings.

Jump-start a culture of smart consumerism

When employees are involved in their care, everyone wins. Use Open Enrollment as an opportunity to engage employees from the beginning. This way, when it's time to introduce new benefits, tools or changes to your plan, your audience will be ready.

Start by ensuring everyone is familiar with plan basics, including how to use health savings accounts or flex benefits. It's also a great time to remind employees of the resources available to them, including price transparency tools or customer service support. That way, they know where to turn when they need help.

Keep the conversation flowing

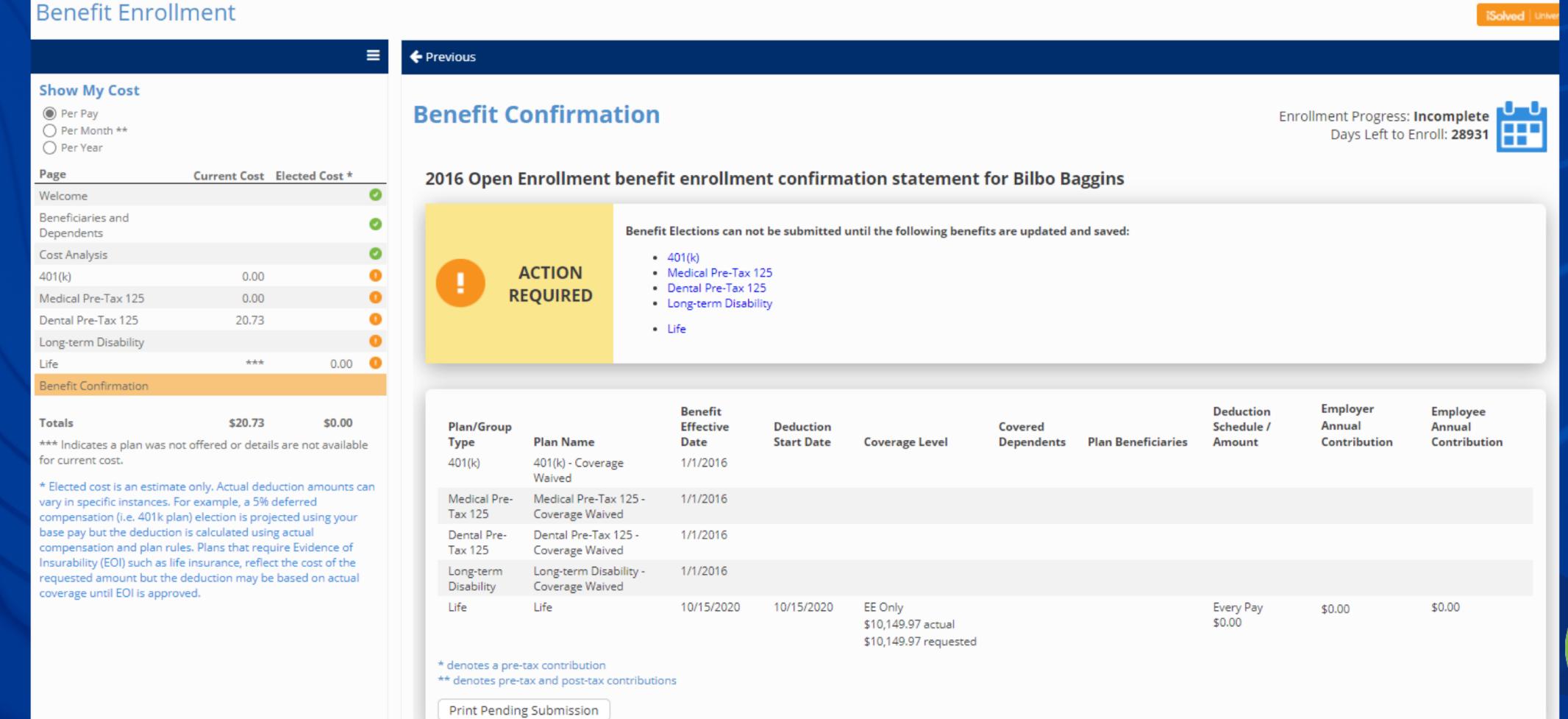
Based on what you know about your population, find out what types and methods of communication work best and keep up the conversation year-round. Keep employees informed and engaged via emails, posters, webinars, etc.

Digital Solutions

Take it online

Benefits Portal

- Document Signatures
- Employee Messages
- Clearly Display Costs & Value





Have help on-call

- DP Boost offers a dedicated HR Advisor
- Assign a Benefits Specialist for any questions and/or concerns
- DP will work with your broker during implementation
- Legal Review services can ensure that your documentation is current and compliant



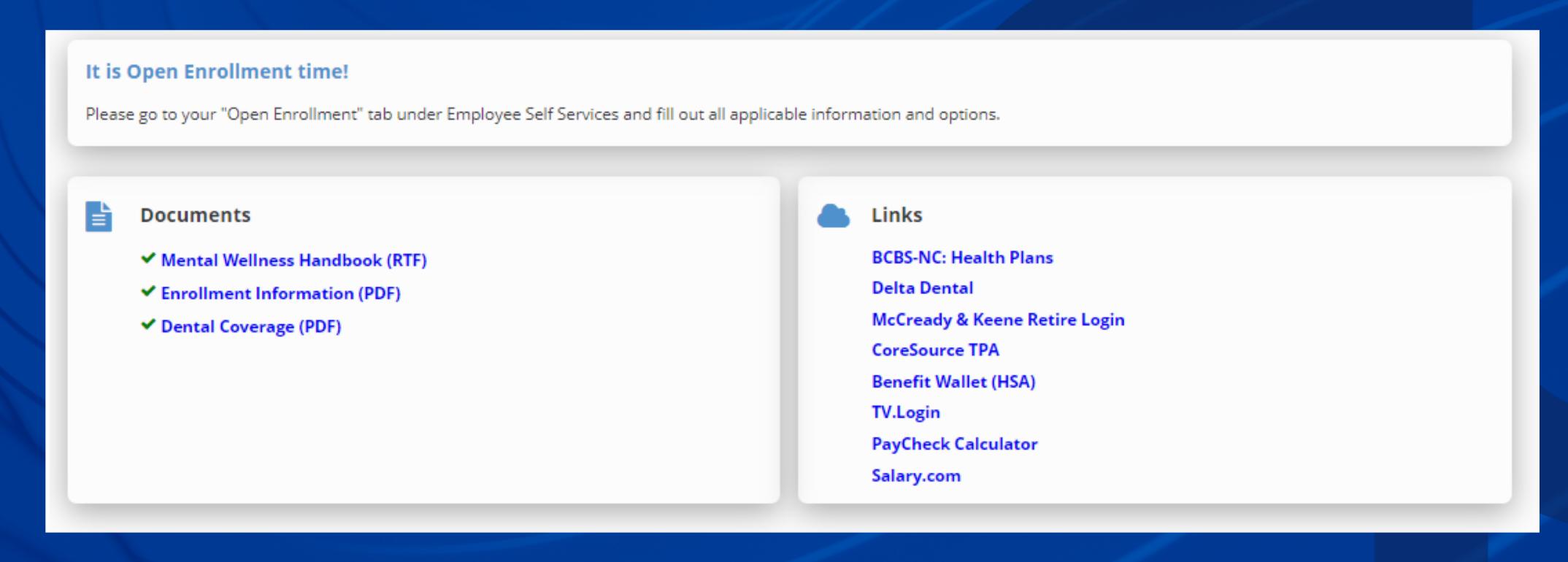
When it comes to Human Resources, you shouldn't go it alone.

With DP Boost you'll never have to.



Offer benefits employees will love

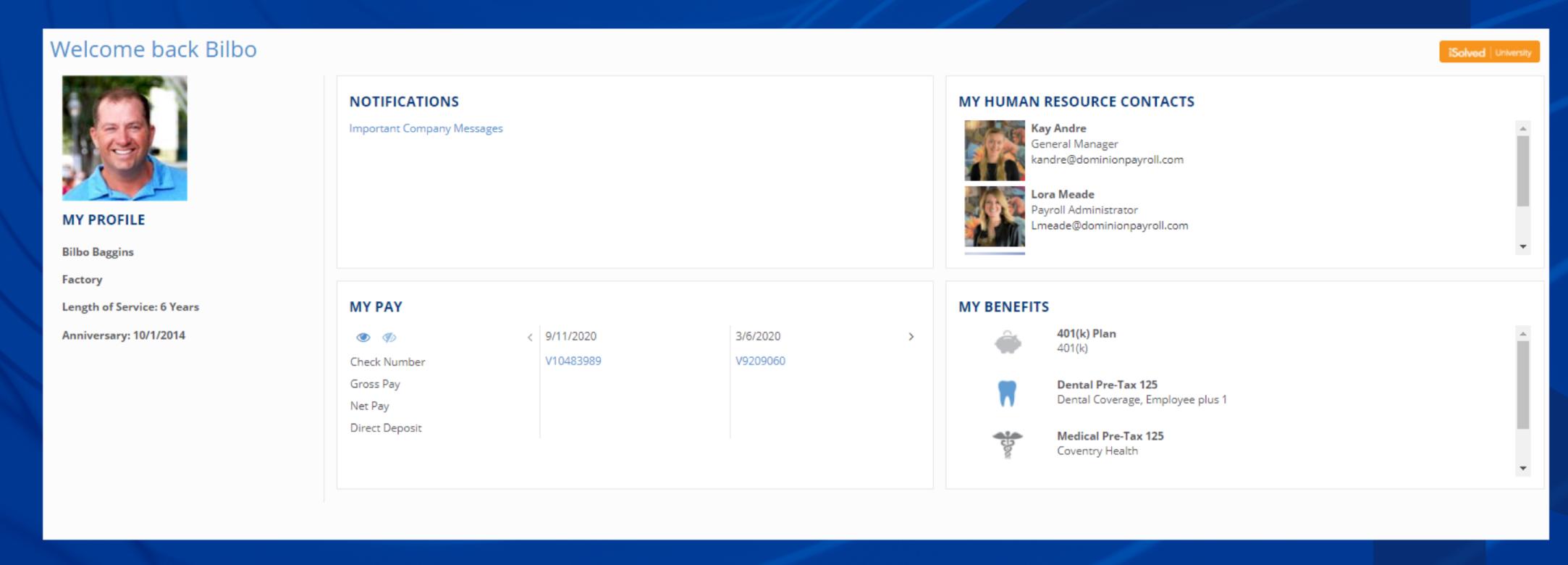
- Supplemental Benefits can be built into our online portal
- STD/LTD, 401k/403b
- Easily explain benefits via our welcome page, during onboarding and include in links/documents via the online enrollment portal





Jump-start a culture of smart choices

- Provide the tools your employees need to compare plans and costs
- Virtual documents and links to allow your employees self-service access to information
- Clearly communicate new plans, changes to existing plans and compare benefits





Reporting & Demographics

- Benefit Plan Detail Version 2
- Broker Census with dependents
- Open Enrollment Changes
- Learn more about your



We are answering your questions live on the air right now.

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Questions?

Please email:

questions@dominionpayroll.com

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