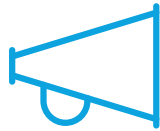


Open Enrollment Communications Timeline



PLAN

Map out your strategy

INFORM

Create awareness

ENERGIZE

Drive employees to action

FOLLOW-UP

Explain next steps

Pre-Open Enrollment

Open Enrollment

Post Open Enrollment

1 month prior to the start of OE

- Choose a theme
- Select communication methods
email, text, benefit webinars, posters, etc.
- Schedule benefits webinars
- [Order printed materials](#)
posters, flyers and postcards
- [Order OE Video Postcard](#)
to announce your open enrollment
- [Order text messaging service](#)
- Select benefits to highlight during daily "Did you know" emails
- [Develop benefits guide and/or ebook](#)
- [Order a custom video to explain important changes in your benefits](#)
- [Draft e-mail and text communications](#)

2 weeks prior to the start of OE

- Send email or video postcard announcing OE dates and benefit webinars
- Display posters in prominent areas
- Mail postcards to employees
- Send follow-up email that includes educational videos and other resources

Week prior to the start of OE

- Send email with "what's new" information, login instructions and link to OE video postcard
- Hold benefits webinars
- Send follow-up email announcing "Open Enrollment Begins Tomorrow"

Throughout OE period

- Use multiple forms of communication
email, text, video, skywriting
- Send daily "did you know" communications that highlight new benefits and changes
- Use attention-getting email subject lines and text
- Include calls-to-action that create a sense of urgency
- Incorporate your theme to sprinkle in the fun
- [Use videos](#) to explain voluntary benefits

Week after OE period

- Change the message to focus on how to use the benefits
- Encourage employees to download the free PlanSource Mobile App
- Educate employees about making changes after open enrollment with a qualified life event
- Consider [conducting a dependent eligibility audit](#) shortly after open enrollment
- Take a well-deserved beach vacation