## The open enrollment experience elevated

## Open enrollment research\* found this about consumers:







said choosing a health plan is confusing

stay with their current health plan

said health plan comparisons would make open enrollment easier



## Get the support you need:

Check out resources offered by your benefits providers to boost your open enrollment content and offer tools that improve decision making like the Health Plan Comparison Calculator. Share open enrollment education in multiple formats so your employees can engage in the way they learn best. Consider hosting group presentations and offering one-on-one meetings with HR.

## 5 steps to a successful open enrollment



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Set goals

Develop your communication strategy

Tailor your campaign to employees needs

Launch it

Keep up engagement



Get more open enrollment trends and must-have resources for HR and benefit teams.

