TIMELINE
to Communicate Your
Top Open Enrollment Priorities

When planning for your benefits open enrollment (OE), it can be challenging to prioritize which messages you really want to make sure employees grasp. Think through which communications are key to your company's and employees' success, then create a targeted plan to get the word out. Below is an example of a communications plan to use for your top two to three benefits messages.

12 weeks before OE

Send an email teaser if you have early information about the top benefits you're promoting this year.

8 weeks before OE

Share more information about OE and this year's highest priorities, including OE dates. Send a save-the-date postcard and calendar invitation as reminders.

6 weeks before OE

Make sure your top messages are highlighted in your benefits portal, benefits guides and in your FAQs. Train managers on the OE areas of focus, so they can help field employee questions.

4 weeks before OE

Showcase your top priorities in a short video and include it in your decision support tool like Tango Decision Assist™. If a new health plan is key to your strategy, use the tool to help employees choose the best plan for their needs.

2 weeks before OE

Remind employees about OE dates and how important the top focus areas are. Link to the intranet, plan documents, tools and other resources to help support those who want more details. If getting employees into the right health plans is a key priority, send a precheck email or direct mail highlighting how much money they could save if they chose the right plan based on their previous year's costs and plan.

OE launch

Focus employees on the top two to three things they should know.

During OE

Track and monitor enrollment statistics to assess whether your message is getting through. Experiment with different subject lines to grab employees' attention to your main messages.

After OE

Analyze your success and survey your employees about their experience to start planning for next year. This can help you start defining your new benefits priorities.

Tango Health delivers a better employee experience by taking the guesswork out of choosing and using benefits. Our decision support and benefits engagement software come together to help guide your employees throughout the year.

Tangohealth