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Tips for Virtual Benefits Open Enrollment Success

Now more than ever, it's important to prepare for a virtual benefits open enrollment experience that's personalized and on-demand. COVID-19 has made interactions with employees even more challenging and will require you to determine what education is critical this year and improve how you track engagement.

See our tips on what to include in your virtual open enrollment strategy.

1 Provide an On-Demand HR Experience Via Technology



Calendar tool

Help employees book virtual time with your HR staff.



1:1 video meetings

Encourage interaction between employees and your HR team or third-party benefits coaches.



AI chatbot

Provide 24-hour access to intelligent benefits conversations, content and vendors.

2 Execute a Valuable Virtual Benefits Fair



Webinar technology

Invest in a webinar technology that can host large numbers of employees and allows for breakout groups.



Session agenda

Create a schedule with a mix of general overviews and specific topics.



Leverage vendors

Invite your vendors to participate and hold breakout sessions.

3 Invest in Quality Decision Support and Educational Tools



Benefits decision support

Use a comprehensive decision support tool to help accurately guide employees to make the best decisions.



Benefits engagement platform

Engage your employees with the right benefit programs and personalized tips.



Educational materials

Create communications that will pique employees' interest using different formats and channels like texting.

4 Proactively Personalize Communications Based on History



Determine your goal

Define what you're looking to achieve e.g. driving traffic to specific benefits programs.



Use claims data

Find a vendor to analyze employees' claims data to determine trends and segment your workforce.



Send personalized communications

Craft a general communication template and add targeted messages for specific employee segments.

5 Track Success



Ensure you measure critical engagement metrics before, during, and after your open enrollment. You can track usage, number of calls, and for decision support you can even compare recommended vs. enrolled plans.

There's still time to plan and execute a successful virtual benefits open enrollment.

We can help with open enrollment planning and execution, decision support, and benefits engagement. Please contact us at gotango@tangohealth.com.

