

Proven Ways to Increase Engagement

with Your Benefits Decision Support Tool

If you offer your employees a Benefits Decision Support Tool, it's important to communicate that you offer it, where to access it and how to use it. Here are some helpful tips to encourage your employees to use the tool during Open Enrollment and beyond.

1 SEND EMAILS

Send the link to the decision support tool directly to employees:

- Before open enrollment
- 1 week into open enrollment
- 2 days before open enrollment ends



2 ADVERTISE

Highlight the advantages of the decision support tool in open enrollment materials, and create a vanity URL for the tool so it's easy to remember the link (e.g. www.yourwebsite.com/decision). Here are some places you could advertise:

- On corporate TV screens
- Table tents in break rooms
- Posters
- Home mailers and enrollment guides
- Open enrollment packets
- Open enrollment and team meetings (include a demo)



3 CONNECT TO INTERNAL SITES

Link to your decision support tool from internal sites to help improve visibility and increase usage.

- HR intranet pages
- Corporate intranet pages
- Internal message boards
- Internal social media networks



4 LINK FROM YOUR HRIS SYSTEM

A prominent placement in your open enrollment software will remind employees to use the decision support tool before making their final selection.

- Advertise on the home page
- Add a link to the tools and links section
- Add a link to FAQs
- Embed a link as a part of the steps to complete open enrollment



5 PROMOTE DURING ONBOARDING

Introducing new employees to the decision support tool as they join your organization will help them get on the right track with their benefits from the beginning.

- Include an overview of and link to the decision support tool in new hire packets
- Link to the tool from onboarding and recruiting websites



Looking for a data-driven decision support tool to help your employees understand and select their benefits?

Let's talk.