



Open Enrollment 2020/21: Introducing the “Cookbook”

A Recipe for Success in Educating
and Engaging Your Employees

Are you struggling with how to educate your workforce about annual enrollment? After all, the old ways of doing things may no longer apply, especially in the face of a global health crisis. With more employees working remotely, and in-person events getting complex, you’ll need to cook up new ways of sharing information effectively.

The stakes are high. It’s never been more critical for employees to make informed decisions; to trust you as an employer who cares about their wellbeing; and, to select the plans that give them the access and affordability they need to protect their families, and stay well.

At Alera, we’ve got you covered. Our “Open Enrollment Cookbook” allows you to pivot quickly, without sacrificing impact. It’s a semi-custom, pre-written, pre-designed, turnkey campaign that features the best practices in virtual benefits communications. It takes the stress out of planning, and has you reach employees wherever they are...with thoughtful information they can use to choose their benefits wisely.

Let our Employee Benefits Consultants help you create a plan for inspiring your employees to action. Contact us at 907.277.1616 or 253.272.2711.

A March 2020 survey of 11,537 U.S. respondents shows that 71 to 80 percent use email or text as their primary way of connecting with others; 62 to 84 percent search online for information; and, 22 to 32 percent use video conferencing services for work.¹

Serving Size

Yield: One serving per employee.

Total prep time: Two to four weeks + distribution time (see Sample Cooking Time)

¹ “Share of adults in the United States who have used digital communication services to connect with others during the coronavirus outbreak as of March 2020”; <https://www.statista.com/page/covid-19-coronavirus>; accessed May 19, 2020.

All Organic Ingredients

- *Announcement Postcard/ E-Card.* Reach employees AND spouses at home and work.
- *Article.* Drop this short copy into an email or your company's online newsletter.
- *Video script.* Add a pinch of video via PowerPoint, Brainshark, Zoom, Flimp, or smartphone.
- *Newsletter.* Offer employees the hearty details they need to elect their benefits and enroll successfully.
- *Virtual Town Hall.* Host a webinar that gives employees and spouses a taste of what's to come, and a forum for asking questions.
- *Meme.* Garnish with a webinar invite that grabs attention.
- *Employee Benefits Guide.* Update this customizable basic for year-round reference.
- *Required Notices.* We'll plate it for you online, in accordance with current legislation.

Directions

Pre-heat at desired temp. Discuss strategy in advance of cooking.

Use your instincts. Make changes to recipe to accommodate your palette.

Include the Employee Benefits Guide, newsletter, and notices as standard. No substitutions.

Gauge your appetite. Supplement with the appropriate takeout services (e.g., benefits presentations, decision-support platforms, printing, design, video, website, mobile app, and language translation).

Sample Cooking Time

Timing*	Purpose	Ingredient
TBD**	Identify roles and responsibilities, objectives, messaging, delivery, resources, and timing	Strategy planning
3 weeks before	Inform employees and spouses OE is coming	Postcard/e-card
2 weeks before	Provide more details about what's coming	Article copy
1.5 weeks before	Explain why employees should take action during OE	Video script
1.5 weeks before	Give employees necessary details to enroll	Newsletter
1.5 weeks before	Provide an evergreen reference guide	<i>Employee Benefits Guide</i>
1 week before	Invite employees to webinar for more info	Meme
1 day before	Resend with client-provided reminders that OE starts tomorrow	Meme
First day	Kick off with live forum	Webinar

*May vary based on internal best practices and policies for communicating with employees.

**Date agreed upon by Alera and Client.