

4 IDEAS FROM OUR OPEN ENROLLMENT PLAYBOOK

The recent health crisis has put a halt to traditional benefit fairs and large group open enrollment meetings with snacks and shared supplies. Our playbook will help you maximize employee engagement and ensure timely benefit elections while protecting employee health.



PLAY 1: ONLINE ENROLLMENT

An online enrollment tool allows employees to enroll and access plan information anytime, anywhere. This play saves valuable time on data-entry and recordkeeping efforts. The convenience and accuracy will ensure a win-win open enrollment season for all.

PLAY 2: THE IN-PERSON

The in-person setting requires smaller enrollment meetings given the pandemic. One-on-one enrollment meetings are still a team favorite and can be done with proper planning. Masks, hand sanitizer and social distancing are essential for success. Although in-person meetings require more coordination and advance scheduling, they can increase employee engagement when executed correctly.

PLAY 3: THE ZOOM

Zoom and similar video-conference technologies allow your employees to virtually connect with plan experts. It has all the advantages of the in-person setting without any of the safety challenges. Organizers will want to test the technology in advance to troubleshoot audio and connection issues. This play maximizes efficiency and safety as employees can all be on one call from the comfort of their workspace.

PLAY 4: THE VIDEO

Provide a narrated recording of your benefit offerings that can be accessed from work or home – on a computer, table or cell phone. Additionally, employees are left with a resource to refer to and review any time. This convenient play gives employees the control to self-educate whenever and wherever they choose.

Whatever your preference, your Bukaty Companies team can implement any of these proven open enrollment plays. The best advice is to plan ahead and work with your consultant. Our goal is to help provide the best open enrollment season yet!

**Call us at
913.345.0440
to learn more.**