

AN
EMPLOYER'S
GUIDE TO
A SUCCESSFUL
ENROLLMENT



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INTRODUCTION

You're likely spending about a third of your budget on your benefits program. Let's make sure you're putting that money to good use. Keep these best practices in mind as you plan your next enrollment.

Chaos can originate from numerous places within your enrollment process – unclear benefits communications, overwhelming burdens on benefits administration, compliance challenges, and more. So how do employers mitigate it? The hallmark of any successful open enrollment is preparation put into practice.

That's why we've created a guide to take you through every step of creating efficient processes for your enrollment. Keep these steps on-hand and in mind as you develop your winning enrollment strategy.

While enrollment is a year-round process, paving the way to success happens before open enrollment begins.

PREPARING FOR ENROLLMENT

Enrollment can't be conducted successfully without pre-work. For some smaller employers, this can be a challenge. No matter the size of your organization, you can help ensure your enrollment is set up for success by following these steps.

Discovery

Evaluate last year's enrollment. Doing so will help establish a baseline for what you want to accomplish in the coming year. **Ask yourself some data-driven questions.**



What percentage of your workforce participated in last years' enrollment?



For those who participated, did they simply enroll in the same benefits as the prior year?



Alternatively, how many of them truly spent time determining what benefits were right for them?



For those who didn't participate, do you understand why?

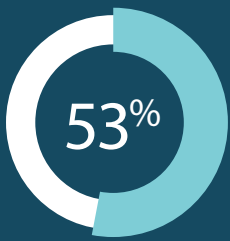


Additionally, if they have coverage elsewhere, are they confident that it's best for their unique situation?



What percent of benefits were fully utilized by your employees?

Now that you've collected the data, use it to set goals for your upcoming enrollment. Consider measurable and attainable goals in key areas like increasing the number of employees who understand their choices and overall participation.



53% of employees say their employers don't communicate well about their health benefits.¹

¹ <https://noyo.com/blog/30-key-stats-on-the-state-of-modern-employee-benefits>. September 12, 2022. Accessed February 19, 2024.

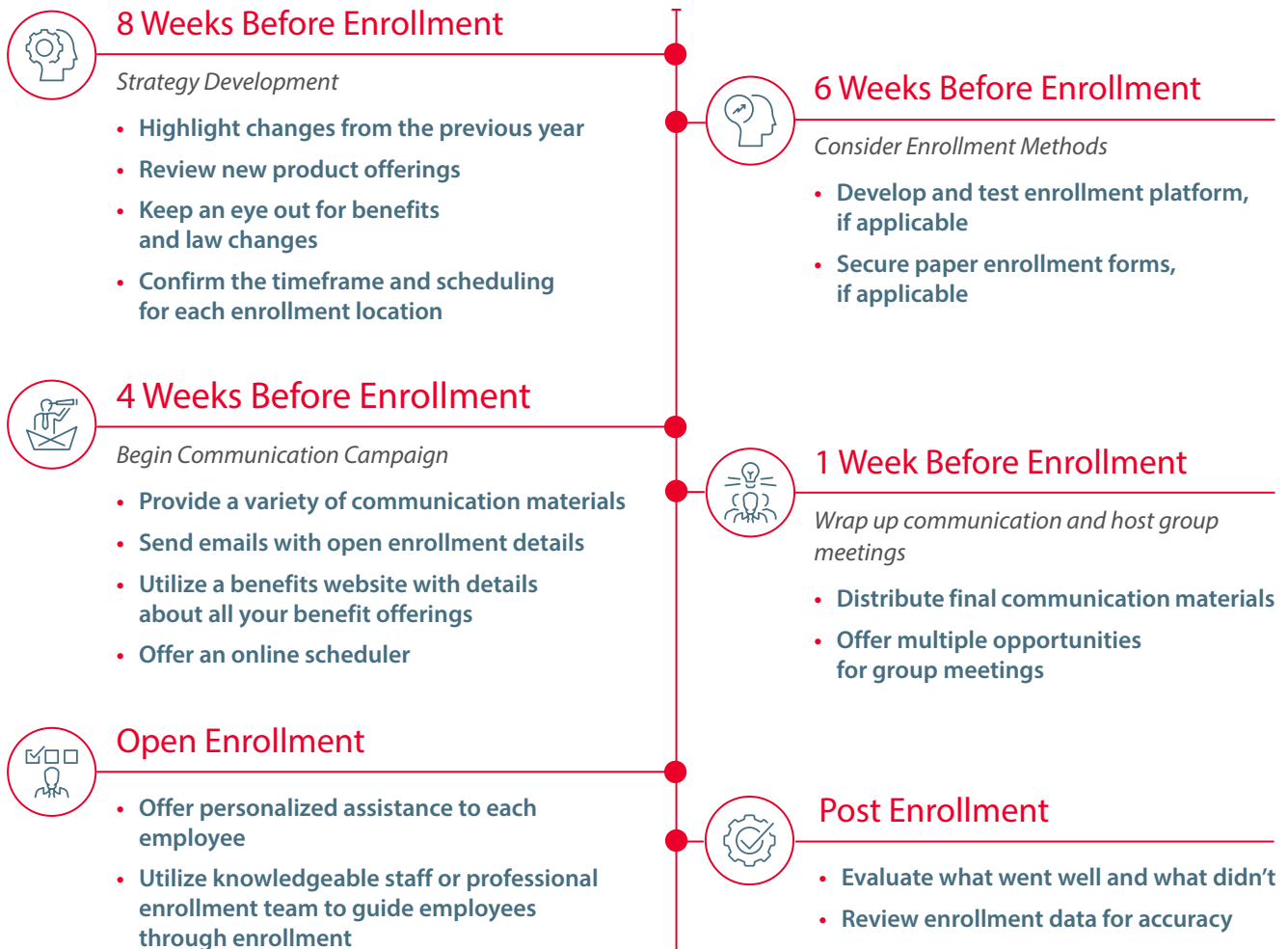
Communication

You can't achieve the goals you've set (see previous page) if your employees don't enroll. And your employees can't enroll if they don't know about it. Therefore, you must have a strong communication strategy in place. How are you communicating to them? Many employers often send an email or two and think this is enough. **Unfortunately, it's not.**

Many workforces consist of four generations of employees. Boomers consume information differently than gen x, who consume differently than millennials and so on. A well-rounded communication strategy can ensure the bulk of your organization knows when enrollment is and how they can prepare for it.

Ideal Enrollment Timeline

Use this timeline to help you schedule that communication.





Helping Your Employees Prepare

You now know the success of your enrollment is dependent on your employees knowledge. Here's how you can prepare.



Educate Employees: Benefits and Life Changes

Ask your employees to review any life changes. Are they planning on getting married or starting a family? Those are examples of life changes that should be considered during enrollment.



Review Beneficiaries and Make Adjustments

Require your employees to review and update beneficiaries in these places:

- Workplace-sponsored benefits
- Life insurance policies
- Retirement Plans
- Pension Plans
- Health Savings Account (HSA)



Review HSA and FSA Contributions

Encourage your employees to review reimbursement account options.

Health Savings Accounts (HSA) offer a triple tax advantage that enables employees to take the most control of their healthcare spending. Contributions can be adjusted to cover medical expenses at any point throughout the year.

Flexible Spending Accounts (FSA) can only have adjustments made during enrollment or with a qualified change event. Employees need to evaluate their yearly expenses to determine how much is spent on healthcare each year.



Review Retirement Options

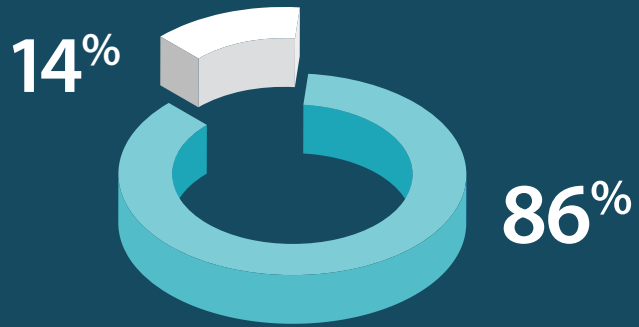
If you offer defined contribution retirement plan matching, encourage employees to review their contribution amounts to maximize the match, if possible. If employees saved money on premiums or other expenses, it may be a good idea to make an increase.

CONDUCT ENROLLMENT

With all that preparation in place, it's now time to act. There are various enrollment options. However, we recommend one that ensures your employees are actively involved.

An active enrollment can often provide deeper insight into the return on investment from your benefits program. Simply, an active enrollment means that employees are required to make an active election each year. This can also help ensure your employees are informed about their options. When your employees are informed, they can make confident decisions in their best interest based on their unique needs.

Benefits are confusing to most people, so giving employees dedicated time with a knowledgeable person can be incredibly helpful.



86% of employees find in-person, one-on-one meetings helpful resources to understanding their benefits.²

²LIMRA, 2023 BEAT Study, Benefits and Employee Attitude Tracker, used with permission.



EVALUATING ENROLLMENT

It can be tempting to quickly move on to the next big thing after enrollment ends. But doing so means you'll lose sight of any potential lessons learned. You'll thank yourself next year for evaluating how things went. **Follow these steps.**

Employer Checklist



Review Goals

Were expectations met? This evaluation can spark conversations about priorities, short-term and long-term aspirations, and organizational goals to meet next year.



Benefits Review

What benefits were selected? What trends do you see? These questions can help determine whether you're offering the right benefits to your workforce.



Administrative Team

Check in with your team to understand how they feel things went. **Team members to consider are:**

- Human Resources
- Payroll
- Benefits
- Accounting
- Site Leaders

Ask whether these departments could use more support next year. Although each department may operate differently, be mindful of any sparse lines of communication. This can lead to silos, potentially grinding progress to a halt.



Employee Feedback

Put yourself in your employees' shoes as you evaluate. Ask what communication tools were most effective. What feedback do they have? What would they like to see differently? These questions can be based on the enrollment itself or on the types of benefits you're offering.

Employee Satisfaction Checklist

Looking for solutions but not sure where to start? It may be time to ensure you are receiving feedback from your workforce. You won't know what to fix without effective communication, so here are several methods for measuring employee satisfaction to help improve engagement.

1 Open Communication

Growth within an organization can happen when there's a safe place to express and experiment with new ideas. There's a trust that comes with that safety. Consider monthly group meetings or casual team check-ins depending on your workplace culture.



2 One-On-One Meetings

Alternatively, one-on-one meetings are beneficial for employees who aren't responsive in a group setting. This is a great time to discuss goals and challenges. These meetings alone aren't enough. You'll need to ensure you follow up on all action items so that your employees feel heard.

3 Feedback

For the best results, create opportunities for employees to provide feedback beyond meetings. **Consider:**

- **Online surveys**
Platforms that are commonly used include: Google Forms, Survey Monkey, Cognito, and Poll Everywhere
- **Suggestion box**
- **Anonymous feedback email platforms**
- **Rate your workday**
The Vevox app is a live polling Q&A and surveying app that allows for complete anonymity. Many organizations use this as a survey or sliding scale for employees to rate their day or week.

4 Recognition

Awards and contents can implement employee engagement and increase motivation. **Some examples you could try are:**

- **Employee of the month**
- **Special parking spot**
- **Work anniversary celebrations**
- **Top performer awards**

Year-Round Support

Open enrollment may only come once a year, yet the opportunities to improve your processes are ongoing. For optimal results, provide education for your employees beyond enrollment. You won't know what to fix without effective communication, so here are methods of measuring employee satisfaction to help improve engagement.

Putting It to Use

So how can you practically provide employee benefits education year-round? Consider the following opportunities.



Life Changes:

When employees go through a life change, they may need additional education on their options.



Benefits Reminders:

Send communication about your Personalized Employee Assistance Program (EAP) and telemedicine options to keep your workforce informed about these benefits.



Training:

Consider providing regular training for your employees throughout the year on how they can utilize their benefits. This can help optimize your ROI and provide value to your workforce. Add this to any trainings you conduct already.



Policy Sessions:

Offer policyholder education sessions on a recurring basis to help your workforce better understand the policies they own.



HOW WE HELP

Enrollment can be full of administrative headaches, especially if you don't have the time or manpower to manage it. That's where we come in. We take care of even the smallest details so you can focus on other priorities.

We work hard to streamline carriers for you and simplify your benefits program overall. We also offer a team of resources to help you and your employees 24/7. More importantly we view your success as our success, which means you can confidently offload some of your work knowing we'll get it done. We also help ensure your enrollment ends with the tools in place to truly understand your ROI.

Get the help you deserve with a benefits partner who can offer you and your employees a professional enrollment experience. Hear what our customers have to say.



HR Director Shares Professional Enrollment Experience ▶

Enrollment is more than a process. It's an experience. And you've earned the right to a good one.

Work to improve your ROI by letting us extend your voice.



Personalized benefits coaching



Increase benefits awareness



Drive proper utilization



Healthy plan participation



Enrollment decision support

CONCLUSION

A professional enrollment experience is one that puts your employees confidently in the driver's seat. One that offers one-on-one education and personalized guidance for your benefits program to help empower benefit decisions. This experience is also one that supports your human resources department through a dedicated contact, year-round support, and compliance assistance.

Whether your annual enrollment is underway or on the horizon, use these techniques to help ensure your annual enrollment is a success.



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