

CHECKLIST | PLANNING FOR OPEN ENROLLMENT

Presented by McGohan Brabender

Open enrollment can be an extremely positive and rewarding experience for you and your employees, providing you plan for it well in advance. During this unprecedented time, it's important to review and modify your benefits offerings to enhance your employees' physical, mental and financial health.

Use this general checklist to help your organization prepare for a successful open enrollment period, from early planning to follow-up.

8-12 Weeks Before Open Enrollment	
Maintain records of employee questions, comments and concerns.	<input type="checkbox"/>
Survey employees on what they are seeking for offerings or improvements.	<input type="checkbox"/>
Identify enrollment needs to introduce or revamp. Make note of what's new and exciting so it can be highlighted later with employees.	<input type="checkbox"/>
Begin developing the benefits guide.	<input type="checkbox"/>
Consider online enrollment programs and software.	<input type="checkbox"/>
Develop online educational materials such as FAQs, videos, calculators, and downloadable documents or forms.	<input type="checkbox"/>

4 Weeks Before Open Enrollment	
Begin publishing enrollment content, using online enrollment programs and software.	<input type="checkbox"/>
Develop a toolkit for managers (including talking points and FAQs).	<input type="checkbox"/>
Add an open enrollment reminder to the email signatures of management.	<input type="checkbox"/>

1-2 Weeks Before Open Enrollment	
Host virtual benefits meetings, webinar events and one-on-one meetings, as needed.	<input type="checkbox"/>
Send pamphlets, brochures or other mailers to employees.	<input type="checkbox"/>
Anticipate FAQs, and craft succinct answers.	<input type="checkbox"/>

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During Open Enrollment	
<p>Make sure employees receive all of the following materials:</p> <ul style="list-style-type: none"> • Open enrollment schedule • Statement of current coverage • Plan-specific changes and rates • Plan-specific summaries • Open enrollment booklet and forms • Deadline for open enrollment • Carrier contact information 	<input type="checkbox"/>
Remind managers to talk with their teams.	<input type="checkbox"/>
Offer generous deadlines, with frequent reminders.	<input type="checkbox"/>
Remain available through various mediums for employees to contact with questions and clarification.	<input type="checkbox"/>
Schedule a companywide reminder for the day before the enrollment deadline.	<input type="checkbox"/>

1-2 Weeks After Open Enrollment	
Check enrollment forms for any missing information.	<input type="checkbox"/>
Check enrollment forms for any information that was incorrectly filled out.	<input type="checkbox"/>
Submit all enrollment forms to the carrier.	<input type="checkbox"/>
Ensure that you follow any health care reform provisions that affect your plan and employees.	<input type="checkbox"/>
Follow up to ensure all employees received their ID cards.	<input type="checkbox"/>
Make sure all employees are clear about their benefits and don't have any outstanding questions.	<input type="checkbox"/>

Additionally, consider offering a second off-cycle enrollment period for employees. Feature voluntary benefits that may be overshadowed by medical benefits and retirement options if offered during the typical open enrollment season. This second enrollment time will provide employees the opportunity to focus on other benefits offerings separate from the hectic primary open enrollment season.

For more information about open enrollment, contact McGohan Brabender.