OE Playbook

Your Guide to Utilizing Strive to Simplify Open Enrollment

.::strive | **BB** Brown & Brown

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Prepping for OE

How to best be prepared for OE

Despite the importance of open enrollment, many employees find it difficult to enroll in their benefit plans and employers can find it frustrating to see low enrollment numbers. This can be due to a variety of reasons, such as a lack of education about their options, unclear direction of where to go to enroll/change benefits, or difficulty understanding the enrollment process or qualifying life events. Some may even be overwhelmed by the sheer number of benefit offerings and options available.

Another common issue is that employees may feel like they don't have enough time to review their options thoroughly. In fact, according to a recent survey by HR Dive, 45% of employees spend 30 minutes or less reviewing their benefits during open enrollment season. This lack of participation can have detrimental effects, including missed savings opportunities and a lack of adequate health coverage. This can be especially challenging for employees who have a busy schedule or those who don't feel confident about their ability to make decisions about their benefits. Your mission should be to keep open enrollment as simple as possible, helping to navigate them through the confusing parts that they might be stressed out about. Tips to best prepare for open enrollment include:

Plan Early
Since open enrollment can be an overwhelming time, it is best to plan as early as possible. The quicker you can get any enrollment information to your employees, the easier the process is. When employees are properly informed about their benefit elections, it is easier for them to make a decision and choose their plan. Having good communication is crucial during open enrollment.

Choose Enrollment Date
Choosing & communicating the enrollment date early is important to ensure there is enough time for employees to understand & review their benefits, attend any OE meetings, & get any questions they may have answered without feeling rushed. This allows you to better plan your open enrollment strategies for employees, letting them know the date of enrollment far in advance.

Decide on Open Enrollment Strategy
Decide if you are doing an active enrollment strategy or a passive enrollment strategy. Active enrollment involves mandatory employee participation while passive enrollment let's the employee's benefits roll over automatically into the next period. Choose which is best for your employee base.

Utilize Strive During OE
Utilizing Strive during OE makes for better utilization and less headaches for you. Use the solution to store documents, videos, meeting schedulers and more for employees to easily access at any time. Link to your BenAdmin for employees to complete enrollment directly into solution and incorporate push notifications to improve overall completion.

Storing OE Materials

Often during open enrollment, employees feel overwhelmed with the amount of materials they receive and don't know where to go to be able to access the information they need to decide on their benefits. By using Strive, you can store everything into one location for employees to access when they need it.

Store Benefit Documents

Store all of the documents and information that explain the new benefits available to employees right in the solution. From SBC's to guides, we can store the materials and make them searchable and clickable for employees to be able to find what they are looking for and search out answers to the questions they may have.
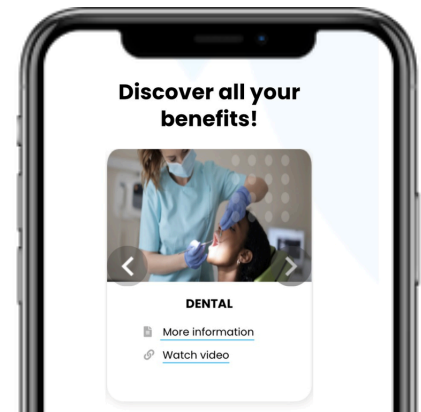
Store OE Videos

Have any OE videos that give an overview of the changes and benefits available to them? Need to share a recording of any OE meetings that have happened for those who need to reference or missed the meeting? All you need is a link which can be dropped into the solution, right next to all of the other documents & information already stored there.
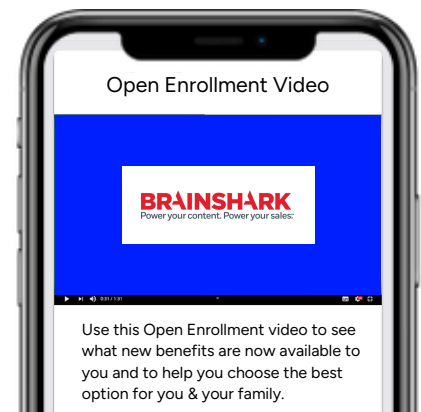
Schedule Meetings

Insert your Benefits Counselor's Meeting Scheduler link directly into the app. Guide employees with targeted messaging which will then direct them to choose a time from your counselor's available time slot, keeping benefits information and support all in one place. By scheduling virtual meetings, there is an increase in participation, engagement, and lowering of costs.
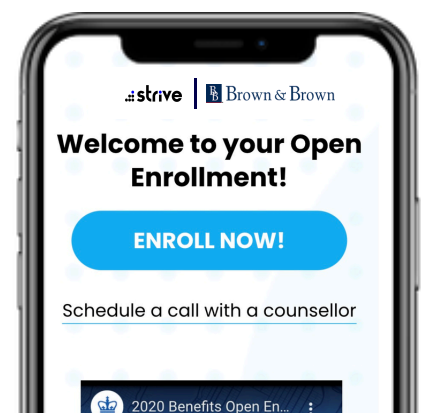
Improve Enrollment

Open enrollment is only successful if people enroll and participate in the benefits you are offering them. A few easy ways to improve enrollment and participation? Link to the BenAdmin directly in Strive & use our push notification, email, & text capabilities to send a messaging campaign around OE.

Link to your BenAdmin

The easiest way to get employees to enroll is to make access so simple & convenient they do not get discouraged in the process. By linking to your BenAdmin directly in the solution, they are able to complete enrollment on their time and easily access the other materials stored on the same solution to make their decisions. Another tip is to create a challenge to complete enrollment in the solution to improve utilization while rewarding employees in the process. You are already paying for these great benefits for your employees, make sure you see the return as well.

OE Communication Campaign

One of the most important steps during OE planning is ensuring you have the correct communication campaign in place to remind employees of upcoming deadlines and what needs to be done when. With Strive's ability to send messages through push notification, email, & text, you are able to reach employees in multiple ways to ensure the message is received. Through real-time analytics, you are able to see who completed the desired action and follow up with those who did not. Take a look at a few suggested push notifications you can send during this period:

Push Notification 1: Title: Get the benefits you need / Message: Open enrollment starts (date)! We'll have your benefit elections set up in under 30 minutes with just one visit to the solution.

Push Notification 2: Title: Time to enroll for your updated benefits / Message: Open enrollment season is here! See all the benefit options & programs available to you in the solution.

Push Notification 3: Title: Reminder to not miss out! / Message: Don't forget! Open enrollment ends (date). Finalize your elections directly in the solution with only a few clicks!

Push Notification 4: Title: Hurry, enrollment closes soon / Message: If you are receiving this message, you have not completed open enrollment. This is your final reminder to do so! After (date) it will be too late. Enroll now!

Accessing Strive

All of the previous steps mean nothing if you don't ensure sure your employees know how to access Strive to simplify their OE process. Take a look at the steps below for instructions on how to access by desktop or mobile app:

Desktop Application

1. From your browser, head to your solution **using this link** and click sign-up if you have not created an account.

2. Enter your email, and choose either email or text to receive a One-Time-Password (OTP)

3. Check your mobile device or email to retrieve your OTP that was sent to you.

4. Enter your OTP where prompted, create your new password, & login!

Mobile Application

1. Download the app onto your mobile device **using this link** and click "Sign Up" if you have not created an account.

2. Enter your email and choose either email or text to recieve a One-Time-Password (OTP)

3. Check your mobile device or email to retrieve your OTP that was sent to you.

4. Enter your OTP where prompted, create your new password, & login!