OPEN ENROLLMENT
Four Steps to a Successful Open Enrollment Period

Benefits enrollment can be complex and confusing, especially if you're still enrolling on paper. But, it doesn't have to be.

1. PREPARE EARLY
   If you haven't already started preparing, don't wait any longer:
   - Review past successes and failures
   - Make a to-do checklist
   - Prep plan information
   - Develop a detailed schedule

2. COMMUNICATE
   Develop benefit information campaigns on three different mediums, such as:
   - Paper forms
   - Detailed emails
   - Video explainers

3. GET ONLINE
   Implement a digital benefits platform to:
   - Streamline enrollment
   - Reduce errors
   - Eliminate paperwork
   - Empower your employees

4. IMPLEMENT WITH CLIENTS
   Bring employees and brokers online with the new platform, including:
   - Relevant training
   - Pertinent dates
   - Additional resources

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