



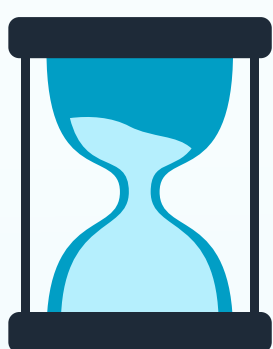
## OPEN ENROLLMENT

### 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

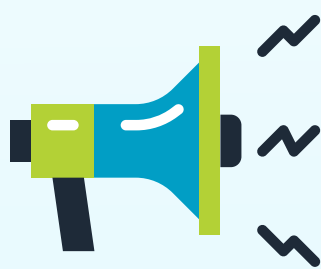


If you haven't already started preparing, don't wait any longer:

- Review past successes and failures
- Make a to-do checklist
- Prep plan information
- Develop a detailed schedule

2

#### COMMUNICATE

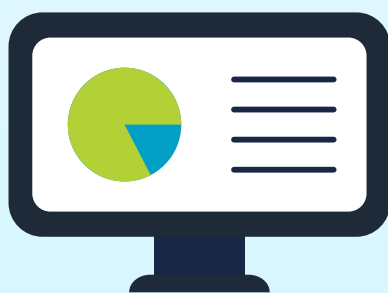


Develop benefit information campaigns on three different mediums, such as:

- 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