

5 Tips to Ensure Your Employees Understand Their Benefit Options

Help your employees navigate open enrollment confidently and feel satisfied with their benefits

Open enrollment can be overwhelming for employees, with [40% not fully understanding their benefits](#).^{*} But benefits play a significant role in worker satisfaction, with satisfied employees more likely to be engaged and productive, giving a potential [return on investment of \\$1.50 to \\$3.80 for every dollar invested](#).^{*} By providing clear communication and support, you can help your employees understand their benefit options, feel valued, and reduce burnout.

Tips for a successful open enrollment



1

► Communicate clearly and often:

Provide detailed, easy-to-understand information about each benefit, from medical, dental and vision plans to employee assistance and well-being plans included in your offering. Use plain language, avoiding jargon and technical terms that might confuse employees.



2

► Offer personalized support:

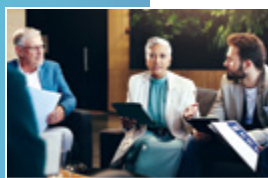
Offer one-on-one support for employees who need help understanding their benefits or have specific questions. In-person or virtual enrollment fairs can also provide an opportunity for employees to get their questions answered in real time.



3

► Use a multi-channel approach:

Send regular emails or newsletters, post in-office signage and share in company platforms like SharePoint, Slack or your HR portal, with reminders about upcoming deadlines, changes to benefits or new offerings.



4

► Train your leaders:

Ensure that leaders are well-versed in the company's benefits, enrollment deadlines, resources for more information and where to direct employees with benefits questions.



5

► Gather feedback to identify common areas of confusion:

Ask employees what questions they have, what benefits they would like to see and about the helpfulness of the materials provided. You may consider creating a centralized email inbox for open enrollment inquiries or sending out surveys with the option for employees to write specific questions and thoughts.

Additional Resources:

- **Master Class Express:** Watch a 15-minute, on-demand webinar with additional tips for a successful open enrollment period.
- **Employer toolkits:** These offer tools and resources for you to share with your employees about [open enrollment](#) and various benefit offerings.



According to Gallup, employees who strongly agree that their employers care about their wellbeing are 71% less likely to experience burnout.*

By providing clear communication and support, you can help your employees understand their benefit options and feel valued. We recommend sharing communications with your employees about six weeks before open enrollment begins.



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