



# Make Open Enrollment a success for your employees

EDUCATE

ENGAGE

EMPOWER

Open enrollment is right around the corner. We want to help you so that your employees can learn about all the benefits that a Blue Cross Blue Shield of Michigan or Blue Care Network plan has to offer. Whether it's information about understanding coverage, saving money on health care or resources to help them get and stay healthy, Blue Cross has you covered.

## How we can help you prepare for open enrollment:

- Provide you an opportunity to engage on multiple levels with your employees
- Promote wellness
- Help you equip your employees to get the most from their plan
- Get the most out of your health care dollar

We've set up a special page just for you called [bcbsm.com/engage](https://bcbsm.com/engage). On this page, you'll find resources that you can use and share with your employees. From brochures, flyers and posters to videos, there's a lot of great information:

- **Open enrollment resources** – your single source for information to share with your employees about their PPO and HMO coverage. In this section we have:
  - PPO and HMO toolkits that explain the details of these plan types.
  - Flyers about what to consider when choosing a plan, helpful checklists, how to obtain referrals, understanding authorizations and much more.
  - Important HMO plan information like a description of Healthy Blue Living<sup>SM</sup> and details about HRAs and HSAs.

We also include other helpful resources on various topics to share with your employees:

- **How to use an online account**
- **Mental health awareness**
- **Health and well-being programs**
- **Blue Cross Rewards<sup>SM</sup>**
- **Understanding treatment costs**
- **Getting care online**
- **Find a high-quality doctor, hospital or facility**
- **Choices for care**
- **Opioid resources**
- **Planning for health care in retirement**

**Need more help with your open enrollment? Go to our [Blue Cross Master Class](#) about open enrollment or contact your Blue Cross representative for more information.**

## Open Enrollment Best Practices

Here are some ways to help ensure success at this year's open enrollment

### Outline a plan and establish goals.

- Evaluate past enrollments and identify what worked and what didn't.
- Develop a timeline to introduce plan options.
- Identify and call out important plan changes for employees.

### Identify your employees' needs.

- What's needed for a virtual open enrollment?
- Is there appropriate technical support?
- How will you handle employee questions?
- How accessible is the virtual platform to meet employees' diverse needs?
- Are there different messages you need to convey to various employee segments? If so, how will you do that?

### Encourage employee participation to ensure well-informed, active decisions about their care.

- Share clear and simple materials to help employees understand their benefits.
- Make sure employees know how to enroll. Or, sign up if there's a new online platform.
- Offer incentives to encourage employee engagement.
- Explain how online tools (Blue Cross member account and mobile app) can be used to make informed plan selections, for example, looking up claims history.
- Provide a wide range of supportive communications: email, direct mail, texts, blogs, videos and webinars.
- Be sure to communicate with your employees throughout the year.

### How will you measure the effectiveness of open enrollment?

- Think of different things you may want to measure - enrollment numbers, call center data and volume, digital engagement reporting, post-enrollment surveys and employee focus groups.
- Try to capture metrics so you can share those with your leadership. This will help you show how well open enrollment went and identify areas of opportunity for next year.

