

# 2020 Open Enrollment Communications Guide

## Core Communications

### Key Messages

Foundational key messages about this point in time. Cover any benefit changes, and costs — things you really want employees to understand. Used throughout all communications and as talking points for HR, leaders, and managers, ensuring consistency.

### Open Enrollment Announcement (print)

Set the tone. Acknowledge different situations and the need to make thoughtful decisions this year. Highlight what's changing, how to enroll, deadlines and key resources.

### Decision Guide or Splash Web Page/Microsite

More detail on benefit plans and options options, maps the process to enroll; can be printed and mailed and/or posted online as a PDF.

Simple web page that houses key enrollment information; accessible from work or home, from any device; links directly to the enrollment site and other tools. Ability to address different employee situations.

### FAQs

Answers to questions you may get. Ability to address different employee situations.

### Poster/Postcard

Provide a concise and visual “push” to help create awareness and spur action. Provides easily accessible education and timely messages to enhance an employee communication strategy.

**Need help with your open enrollment communications?**

Reach out to your Mercer consultant or [contact us](#) today!



## Additional Tools

### Meeting/Webinar Materials

PowerPoint presentation and script to use in employee enrollment meetings; highlights what is changing, previews rollout and equips presenters to handle employee questions; can be pre-recorded with voiceover.

### Leader, HR/Call Center and Manager Toolkit/FAQs

Includes executive overview, meeting materials, talking points, and FAQs that leaders, HR, managers and trainers can use in meetings, training and ad hoc conversations to help manage change and ensure consistency. Train/prep call center reps.

### Videos

A short, engaging way to bring awareness to specific changes or benefits; custom or off-the-shelf videos available.

### Spotlight Education

A short flyer or guide that promotes better understanding and utilization of a specific plan that employees don't understand or use well, whether it's your HSA, FSA, the EAP, or telemedicine.

### Virtual Benefit or Health Fair

An interactive way to still conduct a benefits or health fair – ranging from static content arranged in an engaging way to fully interactive and real-time experience.

### Responsive Design Emails

Get the word out to your employees via graphic, eye-catching emails, with direct links to help them find important resources easily.

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