



Make This Open Enrollment Season Count

Open enrollment is your opportunity to boost employee engagement with your benefits offerings. Clear communication leads to higher participation rates and ultimately a healthier workforce. This guide provides actionable strategies to maximize participation and simplify the enrollment process.

Before Enrollment

- ✓ Confirm your plan offerings and ACA compliance
- ✓ Prepare communication materials (emails, posters, digital notices)
- ✓ Ensure employees have access to the benefits portal and HealthWallet App

During Enrollment

- ✓ Send timely reminders via multiple channels (email, text, intranet, breakroom)
- ✓ Host information sessions or Q&A opportunities (virtual or onsite)
- ✓ Provide clear enrollment instructions with portal access details and deadlines

Key Tips for Higher Employee Participation



Highlight Voluntary Benefits

Emphasize dental, vision, and supplemental coverage options that complement your core health plans



Showcase Convenience

Promote telehealth and pharmacy benefits, employees increasingly value accessibility and convenience



Reinforce Deadlines

Communicate enrollment deadlines early and often through multiple channels to prevent last-minute rushes

Tools to Increase Participation and Simplify Enrollment



Digital Enrollment Made Easy

Our centralized portal provides employers with streamlined administration tools while giving employees immediate access to their benefits information. Digital ID cards are available instantly through the HealthWallet App, eliminating traditional waiting periods.

Communication Templates



Sample Email

*"Open Enrollment Starts Next Week
— Here's How to Sign Up"*

Breakroom Poster



Open Enrollment Checklist for Employers

- ☐ Announce enrollment dates and deadlines to all employees
- ☐ Share comprehensive benefits summary with easy-to-understand comparisons
- ☐ Remind employees how to access digital ID cards through the HealthWallet App
- ☐ Provide contact information for your California-based service support team
- ☐ Track participation rates daily and encourage late enrollers before deadline

Why This Matters

Higher employee participation translates to more value from your benefit plans. Clear communication reduces questions and administrative headaches, while digital tools enable faster, easier enrollment for everyone involved.