

Make this year's **open enrollment** the easiest yet

BROUGHT TO YOU BY NATIONWIDE®

A little **preparation** can make a



difference.

It's no surprise that open enrollment is a stressful time. In fact, **more than 82% of HR leaders** feel that way, according to a recent GuideSpark report.

Take the stress out of OE this year: Get in touch today with your Nationwide® pet insurance rep and follow this simple checklist for getting ready.



16 weeks before OE

Identify materials needing changes/updates

- Brochures
- Fliers
- Intranet content
- Other

Plan a communication strategy to inform and educate employees about available benefits

- Emails
- Information sessions
- Intranet
- Other

12 weeks before OE

- Update materials and toss anything outdated
- Ask benefit providers for promotional giveaways and other freebies
- Schedule live meetings and webinars
- Remind employees to start thinking about benefit elections for next year

6 weeks before OE

- Test run your communication strategy, then roll it out to the company
- Start sending emails and posting fliers reminding employees of OE dates

Consider **generational differences** in communication preferences



Baby boomers

Tend to prefer: In-person contact, such as phone calls and small group meetings



Gen Xers

Tend to prefer: Efficiency along with strong visuals, such as webinars and emails



Millenials

Tend to prefer: On-the-go contact, such as cloud/mobile technology and text messages

We're here to help with every step of your OE planning. Contact your Nationwide pet insurance account representative today.

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