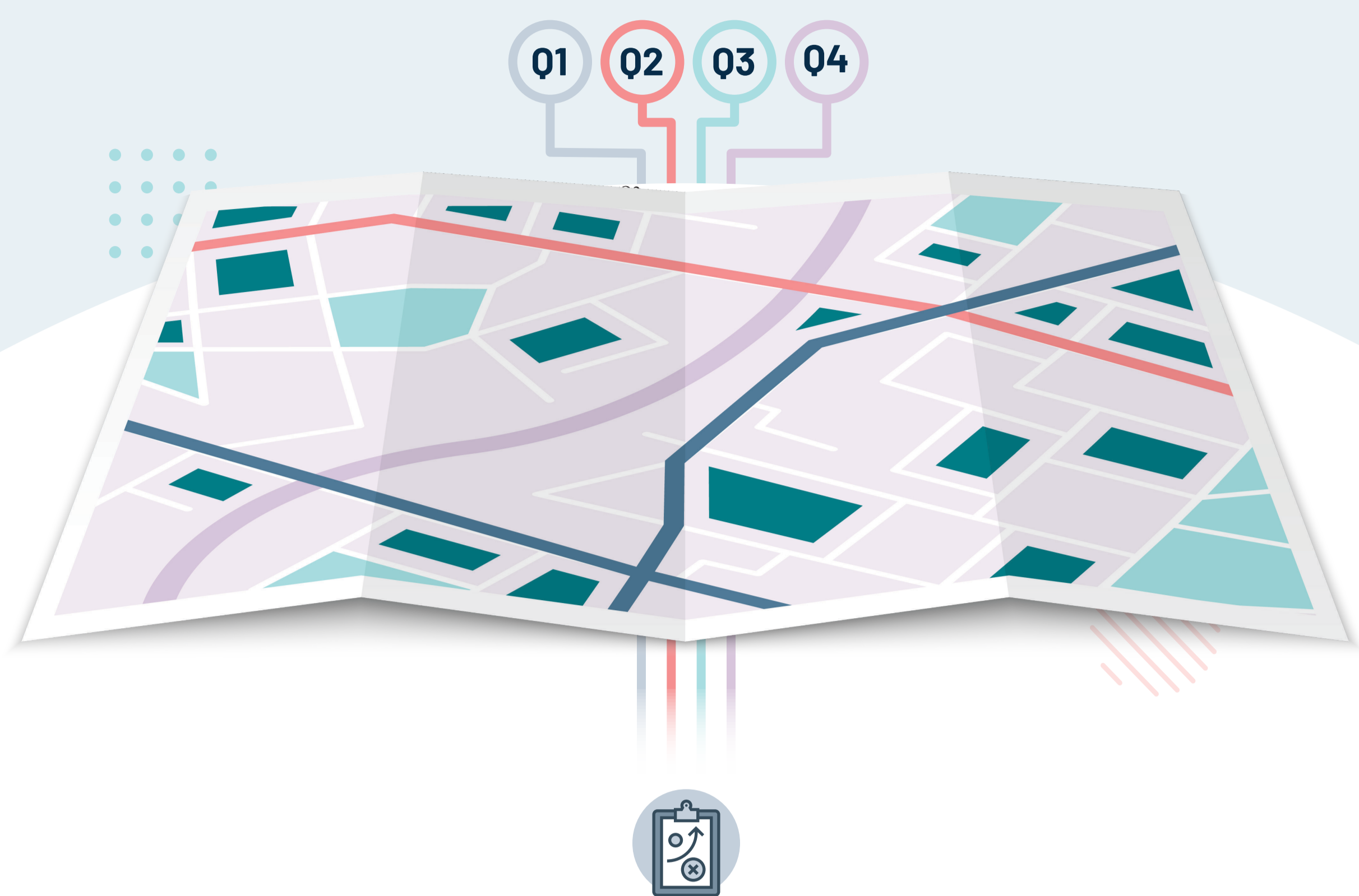


12-month enrollment roadmap

Lead the way to improved benefits understanding

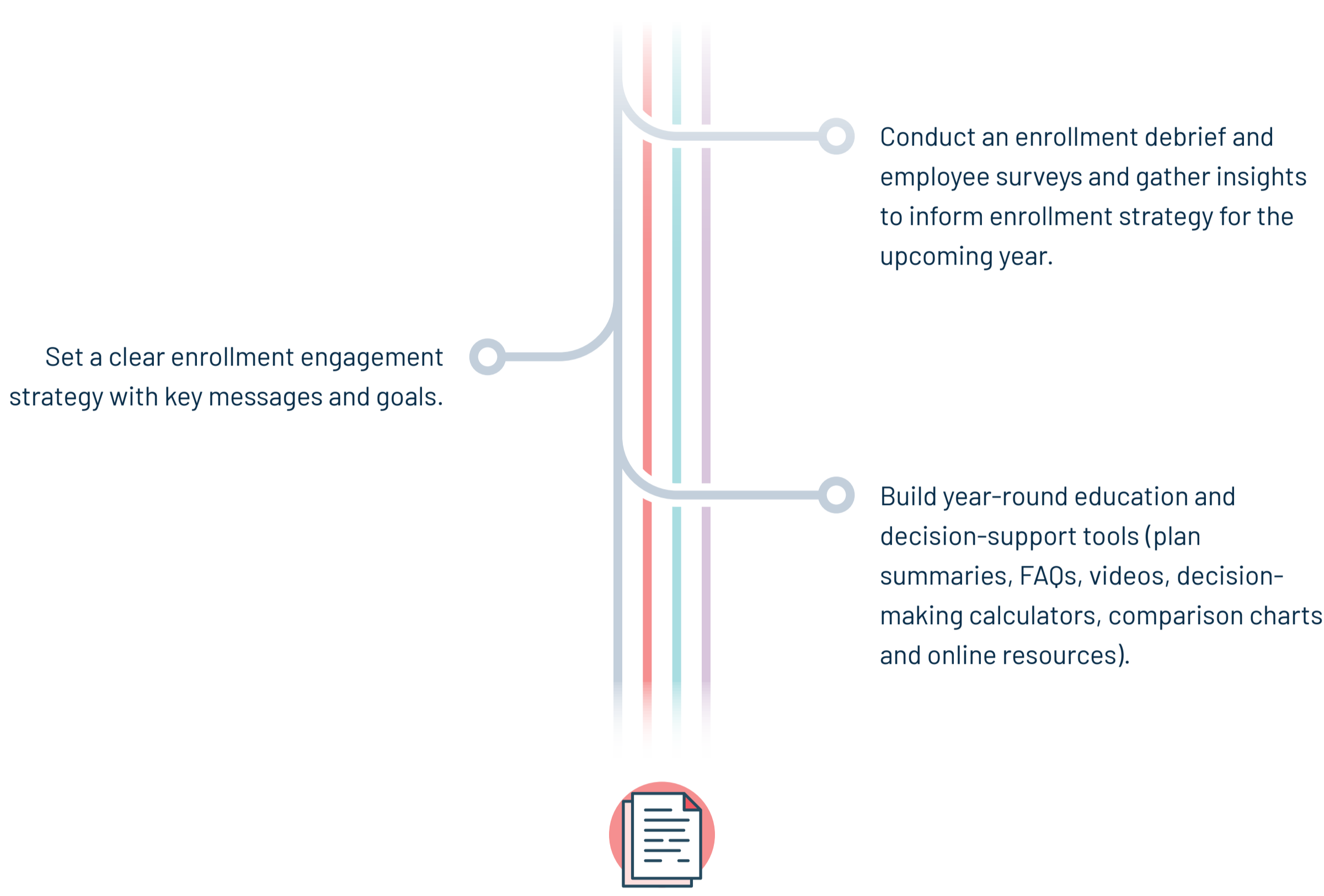
Follow this year-round guide to prepare your organization for a successful open enrollment period.



Q1 - Develop enrollment strategy

January–March

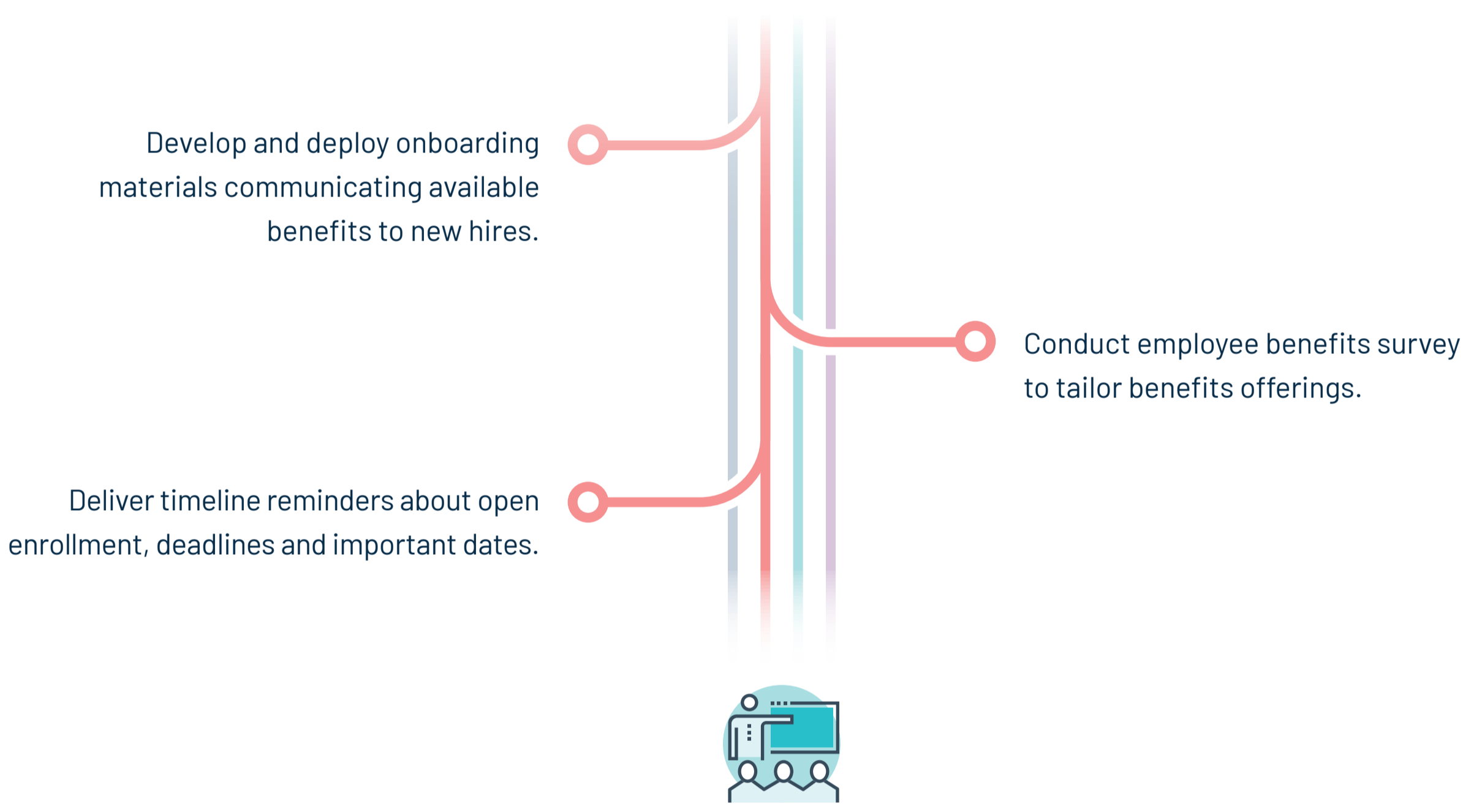
Gather data and employee feedback and evaluate your technology and carrier performance. Set your enrollment strategy for the upcoming year. Anticipate and prepare to answer common employee questions.



Q2 - Gather feedback and reminders

April–June

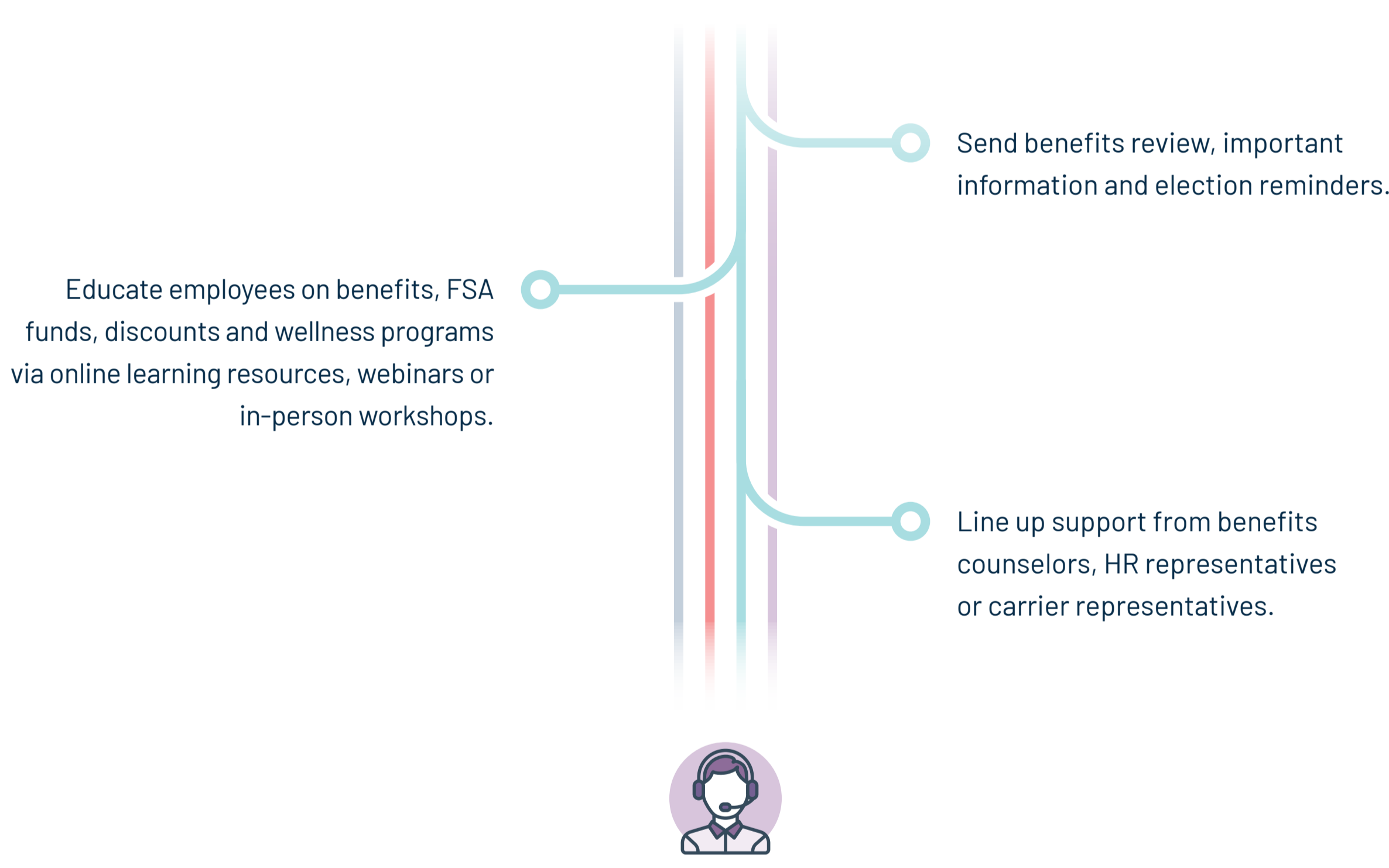
Develop and disseminate enrollment materials, solicit employee feedback and update accordingly.



Q3 - Pre-enrollment preparation

July–September

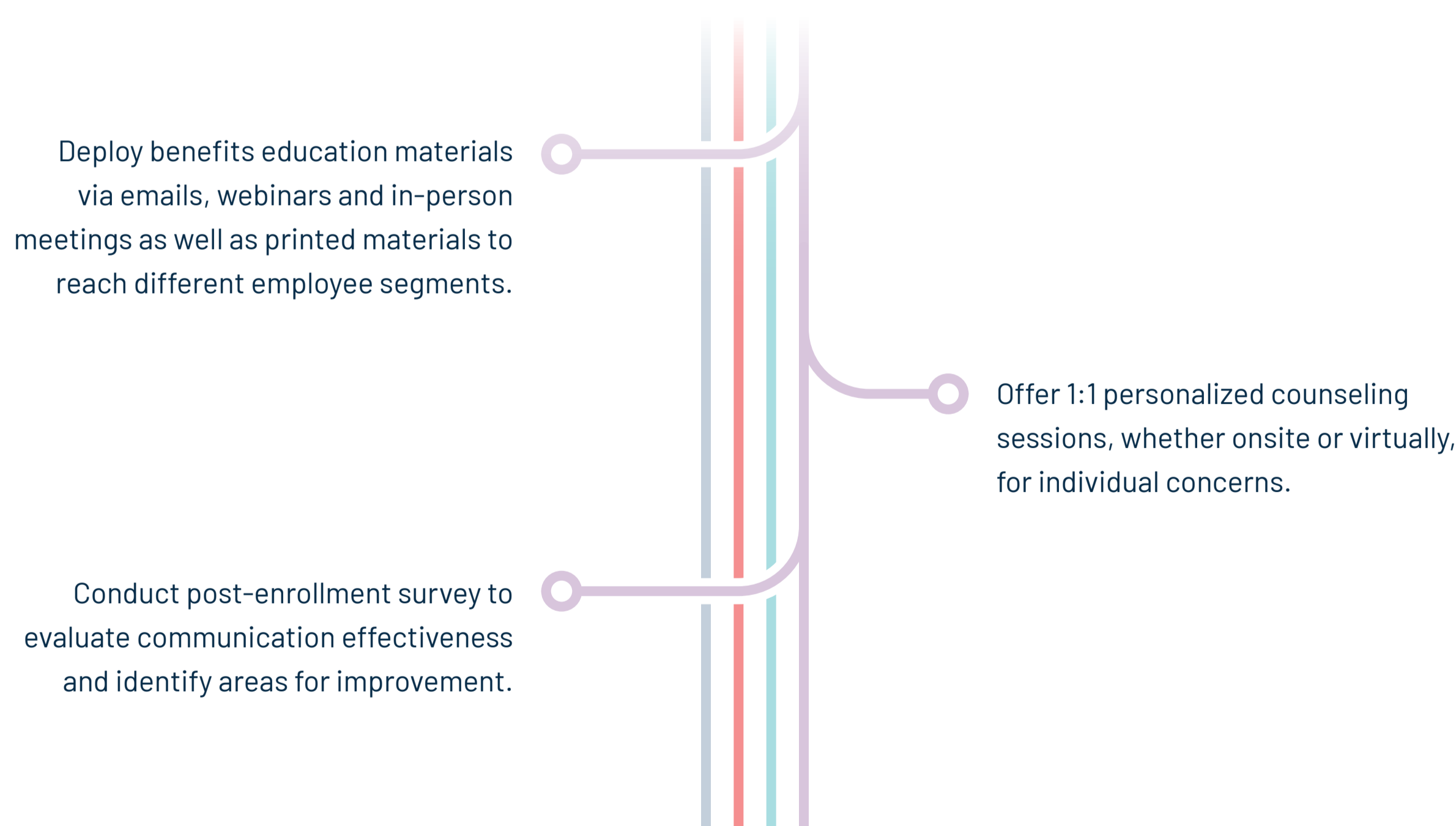
Lean on your benefits provider for support to help communicate benefits offerings and educate employees. Provide early access to decision-support tools and use video and self-guided tutorials whenever possible.



Q4 - Open enrollment communication

October–December

Update contact info and offer resources and access to benefits experts to answer questions during this critical time. Gently (and frequently) remind employees of deadlines.



Year-round activities

- Leverage multiple communication channels for broad reach.
- Build in flexibility and adapt strategies based on feedback and evolving needs.
- Call on experts and professionals for guidance.

Talk with a Colonial Life representative today to learn how we can help.

Get in touch