BENEFITS ADMINISTRATION
Better admin | Better business
COBRA, FMLA, FSA, HRA, HSA, TRANSIT

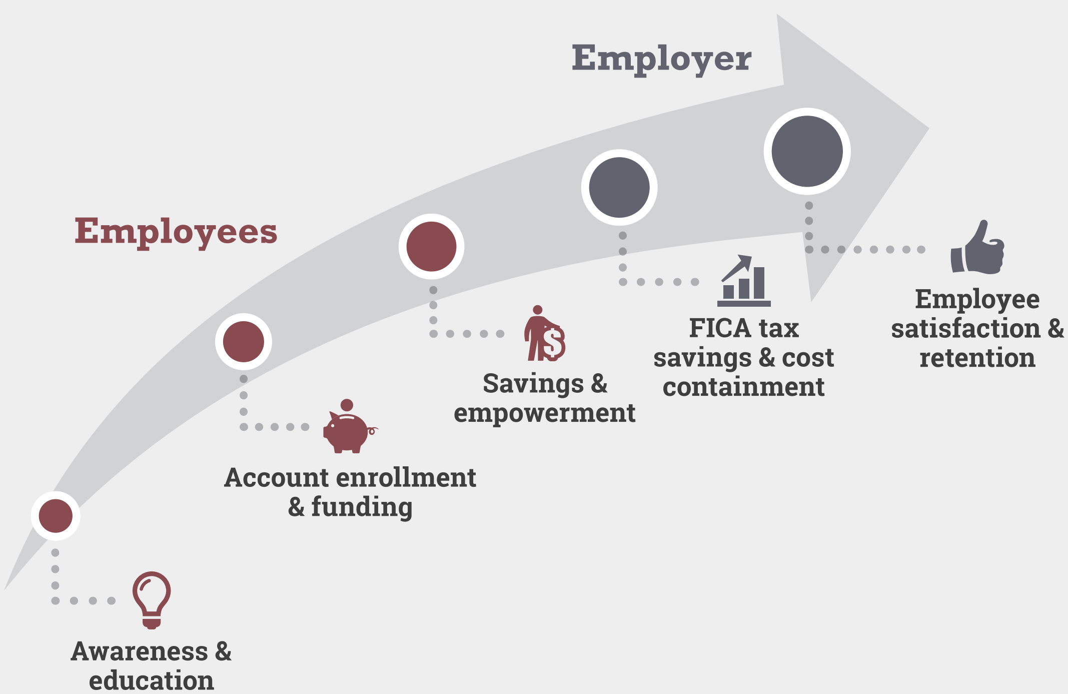
# Open Enrollment Campaign

## Educate your employees and achieve your enrollment goals—*we can help*

Open enrollment is right around the corner. Are you confident your employees understand their benefit account options? Do they grasp how pre-tax accounts can help them save money and gain control over their healthcare and financial future? Consumer research indicates they don't.

We can directly support your communication strategy, helping your employees become **more informed consumers** who are ready to make important benefit decisions that fit their needs.

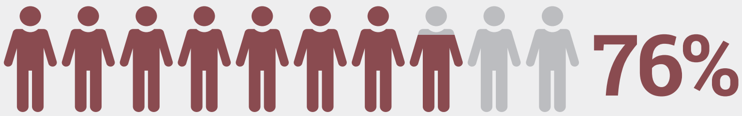
## Reduce costs, achieve your goals, and increase employee satisfaction



## Why now is the right time

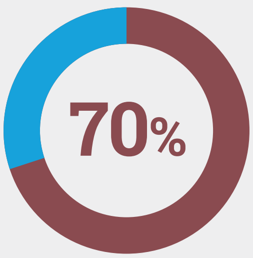
Employees don't yet fully understand the value of health savings accounts (HSAs), health reimbursement arrangements (HRAs), and flexible spending accounts (FSAs).

### They want to make it better...

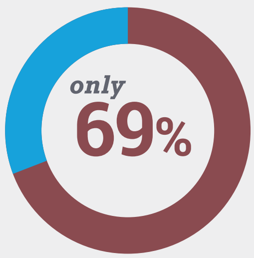



of U.S. consumers say they are focused on getting the best value for their healthcare dollars

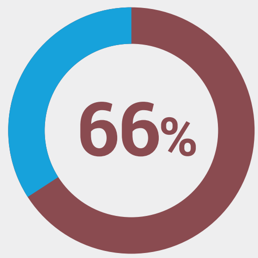
### ...but, they're in desperate need of help



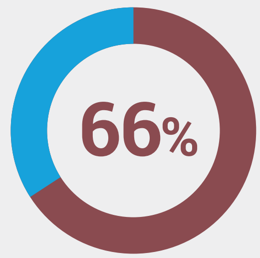

of HSA account holders can't pass a basic HSA proficiency quiz




of consumers are confident they've maximized their tax benefit or healthcare savings




of consumers say they don't know how much they need to save in a given year




of consumers rate planning for out-of-pocket costs the most challenging & stressful aspect of healthcare

## How we can help

We can deliver a **fully-automated** open enrollment campaign directly to your employees.

**Our focus is providing education, tools, and support to help you articulate the value and maximize the impact of your CDH programs.**

We manage every component of the program, including:

- Communication & email creation / distribution
- Web & landing page creation and hosting
- Employee questions & inquiries

## What does the campaign look like?

- The campaign consists of a series of email communications that present specific calls-to-action, and share multimedia tools & resources to help support your employees' open enrollment decision-making.
- Each eligible employee will receive a series of six email communications over a two-month period leading up to your open enrollment deadline.
- The emails, landing pages, and interactive tools focus on helping employees better manage their healthcare finances – helping them understand basic terminology, diagnose their unique spending/saving needs, and ensure they choose the right account and funding level.

| Email | Message | Audience | Timing |
|---|---|---|---|
| **1** | What you need to know about planning for out of pocket healthcare costs | Full audience | 8 weeks prior to open enrollment deadline |
| **2A** | Understanding tax-advantaged accounts | Not enrolled in a CDH account | 7 weeks prior to open enrollment deadline |
| **2B** | Determining if you are in the right account | Enrolled in a CDH account | 7 weeks prior to open enrollment deadline |
| **3A** | Determining an appropriate election amount | Not enrolled in a CDH account | 6 weeks prior to open enrollment deadline |
| **3B** | Determining if you are contributing the right amount | Enrolled in a CDH account | 6 weeks prior to open enrollment deadline |
| **4** | Questions to ask before choosing a health plan and account | Full audience | 4 weeks prior to open enrollment deadline |
| **5** | What you need to know about saving for future healthcare costs into retirement | Full audience | 2 weeks prior to open enrollment deadline |
| **6** | Bringing it all together – reasons to take a more active role in your healthcare finances | Full audience | 1 week prior to open enrollment deadline |

## How do we get started?

- Work with your BBPadmin representative to deliver your eligible employee data for inclusion in the program. At a minimum, the data should contain employee email address and first/last name, and any tax-advantaged accounts they are currently enrolled in. This allows us to reach your employees and tailor email communications to their current enrollment status (enrolled vs. not yet enrolled).
- BBPadmin manages the deployment of the email communications directly to your employees.