



4 Critical Strategies For Your 2024 Open Enrollment Playbook

The pandemic has turned employee benefits upside down. Between critical shifts in healthcare and the mass movement to a virtual workplace, our industry is on the brink of a revolution. The old way of doing business simply isn't working anymore.

As we move into the most critical period for brokers – open enrollment – the ability to be nimble in our new ecosystem is critical to success. It's time for a new strategy to tackle renewal season. Be ready with our playbook for open enrollment, so you can reduce stress and win business when 4th Quarter hits.

Prepare

Knowledge Is Power

Is your important client information readily available? With more remote employees, old workflows may not cut it anymore, leaving client files and data easily compromised. Can you access files like eligibility, rates, contributions, and plan documents in real time or are they saved all over the place, on your desktop or on the company server with spotty VPN that clocks out every 10 minutes?



Give your employees a cloud-based system to access current data anytime, anywhere.



Security is a must with client data and PHI vulnerable to hackers. Make sure your system is safe, ISO 27018 certified, and compliant with HIPAA.



Connect as many of your broker and client systems as possible (agency management, Benadmin, client payroll) to reduce redundant data entry. The fewer times you touch the data, the smoother open enrollment will flow.

Propose

Communicate Your Winning Strategy

We've all had to pivot swiftly because of COVID-19. Communicate your internal strategy to clients so they know you're organized, innovative and poised for success. Your clients are looking to you for guidance on how this open enrollment season will be different. Overcommunicate any changes long before the season starts.



If you have implemented a new AMS or proposal system, tell your clients in advance so they know what to expect and how the process has changed. No one likes surprises.



Brainstorm how to gather quotes most efficiently. Review last year's process and talk through what worked and what caused backlog or frustration. Use these insights to develop your new plan!



Search the market for alternative solutions to streamline and support your renewal process such as general agencies, RFP consolidation companies, PEO, Agency Management Systems and Carrier API feeds. Do this early – the more time available to learn your new tools, the better.

Present

Consult And Collaborate

Be a valuable resource to your clients and make their experience seamless across all channels. Create comprehensive market proposals and allow clients to access and edit in real time. Today's customer wants to change contributions, review alternate plans and upload census changes via a secure portal, not through an email or phone call.



Your clients are likely working from home too! Give them electronic tools so they can present to their C level team without needing an industrial size printer.



Now is the time to add new benefits that your clients will need in a virtual workplace, like hospital indemnity plans, Flexible Spending Accounts, increased PTO, enhanced virtual office visit coverage and mental health coverage. Your clients will thank you!



Consult with clients on how to approach employee benefits open enrollment meetings, whether your strategy includes passive enrollment, virtual benefits fairs or Benadmin enrollment tools.

Update

Renew and Retain Business

Is it the first impression or the last that drives decisions? Don't let clients end open enrollment with a bad taste in their mouth because the insurance bills were a mess and caused annoying claims issues for employees.



Moving your data to an electronic system will improve the implementation timeline and reduce errors and clean up.



We can't say this enough – connect systems to streamline open enrollment. By syncing your Agency Management System with your clients' BenAdmin, payroll and carrier information, you can greatly reduce headaches.



Always audit bills for rating and enrollment accuracy. The more time you devote to this task early on, the sooner it will be completed.



Thank your clients for their business! Everyone likes feeling valued. Remind them that referrals are greatly appreciated.

A Better Way

An End-to-End Solution for Open Enrollment

Brokers embracing technology are making more sales. By automating your agency, you'll retain your clients from poachers, upsell new solutions to increase your revenue and gain new clients with a new and improved workflow process.

Benelinx automates the insurance life cycle in a single, intuitive platform to help agencies leverage real-time data, build greater trust with clients and carriers, and stand out from competitors in today's crowded marketplace. To request a free demo, visit [Benelinx.com](https://benelinx.com).