



KEMPER BENEFITS



Kemper Benefits Communication Checklist

While all of the guidelines listed below may not apply to each open enrollment, the following checklist is provided as a guide for individual enrollment strategies to be based upon. The information included is intended to help identify the opportunities available and maximize employee participation during open enrollment.

8 Weeks Out

- Create an open-enrollment communication plan
- Decide on:
 - New and/or revised content
 - Print vs. Digital
- Plan live meeting and webinars
- Schedule a live meeting with the most knowledgeable HR staff
- Decide on using an enrollment firm/specialist for meetings or benefit fairs
- Plan to conduct any webinars at least twice

4 Weeks Out

- Publish a short article on company intranet
- Send out email with FAQ or Q&A
- Publish intranet banner ad
- Schedule any meetings, assign staff

3 Weeks Out

- Send first postcard about new product(s) or voluntary benefits to start considering:
 - Include QR code to landing page with videos
 - Meant to reach spouses or partner at home, aimed to communicate to alternative decision makers
- Have any printed materials sent to print shop or traditional printer (i.e. rate sheets)
 - Include QR code to landing page with videos
 - Used at benefit fair or one-on-one enrollments



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2 Weeks Out

- Conduct benefit webinars and live presentations
- Send out email with landing page address
 - Include brochure, rate sheets, FAQ and other tools
- Send out 2nd postcard “Enrollment is Opening” on specific date/time, should arrive 3-4 days before enrollment starts
- Put up posters and flyers
 - Include address to landing page

1 Week Out

- Send out email with educational videos links
- Post FAQs to intranet
- Send out last postcard “Enrollment is Closing” with specific closing dates/times
 - Should arrive halfway through Open Enrollment period
 - Meant to reach spouses and communicate to alternative decision makers

During Enrollment

- Send out at least three company emails:
 - Announcement Email – Send the first day of Open Enrollment
 - Email #2 Reminder – Send half way through Open Enrollment
 - Email #3 Reminder Email – Send the day before Open Enrollment ends

After Enrollment

- Evaluate success
- Obtain participation numbers