



OPEN ENROLLMENT (OE) COMMUNICATIONS CALENDAR

Suggested timeline of reminders and educational materials to help your employees sign up for their benefits



6

Weeks before

PREPARE

Prepare a microsite or add to existing resource site and send message that OE is coming soon. Provide link to website to review benefits and details.

COMMUNICATION METHOD

Microsite or employee benefit resource platform
Postcard
Text



4

Weeks before

ANNOUNCE

Let employees know what is being offered, when, and how to enroll.

COMMUNICATION METHOD

Intranet
Email
Signage



2

Weeks before

REMIN

Remind employees that enrollment is just around the corner

COMMUNICATION METHOD

Email
Postcard
Text



1

Week before

REMINDER COUNTDOWN

Remind employees of upcoming OE and encourage employees to opt in to their benefits.

COMMUNICATION METHOD

Email
Text



1

Week before

BENEFIT FAIR

Announce benefit fair/group meeting to learn more about available benefits and how to enroll.

COMMUNICATION METHOD

Email
Postcard
Signage



Morning of day

1

OE IS OPEN!

Announce that open enrollment has begun.

COMMUNICATION METHOD

Intranet
Email
Text



Second to last day of

OE

REMIN

Remind employees that OE ends tomorrow and how these benefits can help them.

COMMUNICATION METHOD

Email
Text



Last day of

OE

LAST CHANCE

Tell employees today is the last day for them to enroll and how these benefits can help them.

COMMUNICATION METHOD

Email
Text

GET ALL THE TOOLS YOU NEED ONLINE WITH OUR BENEFIT EDUCATION TOOLKIT

transamerica.com/enrollmenttoolkit

BENEFITS EDUCATION AND ENROLLMENT PLANNING

ANNOUNCE AND ENCOURAGE ENROLLMENT

KEEP WELLNESS BENEFITS TOP OF MIND

If your policy's plan design contains a wellness benefit, Transamerica offers a suite of educational wellness materials, to help spread awareness of benefits and encourage employees to use them.

76%

of employees surveyed said voluntary benefits would impact their employer's ability to retain them.¹

Questions?

Contact your Transamerica account team for more information.

¹"Survey: 3 in 4 Employees Consider Voluntary Benefits as a Deciding Factor," Corestream. September 20, 2021

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EB3 2249324R1 S 07/23

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