



EARLY PREPARATION IS CRUCIAL FOR 2023 OPEN ENROLLMENT

Planning ahead for 2023 open enrollment presents employers with a massive opportunity. Doing so gives employers ample time to tailor their employee benefits offerings and showcase perks. Furthermore, early preparation can show current employees they are valued and help retain top performers who may be seeking job changes, as well as help employers become more desirable in attracting new talent.

Starting today, employers can prepare for open enrollment with the following steps:



TAILOR BENEFITS OPTIONS

Benefits offerings are one of the top reasons employees join companies and stay at their jobs, so employers should ask them which perks are most valuable. Here are some of today's most popular benefits:



Remote or hybrid work environments



Flexible or hybrid scheduling



Greater compensation



Mental health resources



Caregiving benefits



Professional development opportunities



Telemedicine



Financial wellness resources

DETERMINE KEY MESSAGING

After solidifying benefits options, employers need to plan their communication strategies. Key messaging might focus on new or updated benefits offerings, which can incentivize employees to stay in their current positions.

GET THE WORD OUT

Employees want more help understanding their options, so employers should share information early, provide educational resources and have multiple communication channels, such as:



Group meetings



One-on-one discussions



Emails



Presentations



Printouts



Videos

Don't worry about communicating too soon about enrollment. Repetitive messaging and reminders increase the odds of employees seeing necessary information and understanding their benefits.

[Reach out to Tilson](#) to help you navigate the ever-changing trends in employee benefits as well as provide your employees with these popular benefit options and access to Fortune 500-level benefits at a competitive rate.