

2024-25 ABC Company

Open Enrollment Campaign

OE window/details: Aug 26 – Sept 9; Active OE

Communication # 1 – Deployed July 15

- **Postcard**
- Mailed to home
- High Level Messaging:
 - Open Enrollment is coming August 26th
 - All benefits-eligible team members must enroll or waive
 - Your medical, dental, and vision plans remain the same
 - NEW – We are pleased to announce a new benefit to save you money on your health insurance
 - Visit www.abcbenefits.com for details

Communication # 2 – Deployed August 12

- **Flyer**
- Mailed to home
- High Level Messaging:
 - Open Enrollment takes place from August 26th
 - Your new plan year begins October 1st
 - All benefits-eligible team members must enroll or waive in our new online enrollment platform, Paycom. You can find enrollment details on our benefit website
 - Your medical, dental, and vision plans remain the same
 - NEW – We are pleased to announce the KISx Card program and Accarent Health! These programs allow you to receive high quality care, and centers of excellence, for no cost to you
 - Keep your medical ID card. You will only receive a new one in the mail if you enroll for the first time or switch medical plans
 - Visit www.abcbenefits.com for details
 - Contact Stephanie at Lacher

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Communication # 3 – Deployed August 26

- **Email**
- Sent to team members' work and personal email addresses
- High Level Messaging:
 - Open Enrollment starts today! Here's what you need to do
 - Your new plan year begins October 1st
 - All benefits-eligible team members must enroll or waive in Paycom. Click here for enrollment instructions
 - Visit www.abcbenefits.com to watch a video which outlines your benefits
 - Link to Benefits Guide
 - Link to enroll on ABC benefit website
 - Questions? Contact Stephanie at Lacher

Communication # 4 – Deployed September 6

- **Personalized Text**
- Only sent to team members who have not yet taken an action
- High Level Messaging:
 - Open enrollment ends this Friday
 - As a reminder, all benefit-eligible team members must enroll or waive in Paycom by this Friday (link)
 - Visit benefits website for details
 - Questions? Contact Stephanie at Lacher