
The **Choice Plus Plan** with a Health Reimbursement Account (HRA)

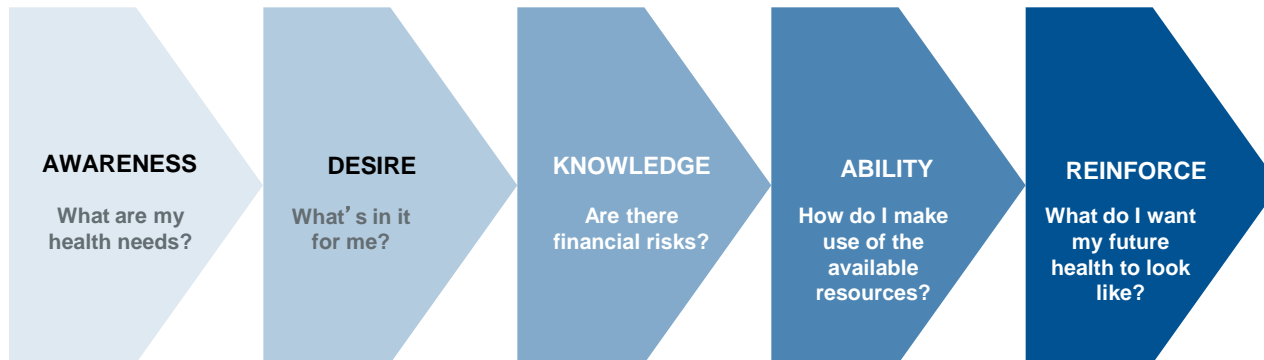
6-week Pre- and Open Enrollment Communications Calendar

Use this calendar as a helpful roadmap for providing your employees with useful, compelling communication pieces leading up to Open Enrollment.

Change Management Foundation

Understanding the engagement philosophy*:

Success requires delivering consistent information, tools and support – through channels that your employees use naturally.



Consider these tips before you begin your communications campaign.

1. Understand that success takes time. Change takes time. Your employees may be apprehensive and critical of the change. It's ok – it's natural.
2. Encourage your leaders to "walk the walk." They should embrace the change first and be aligned in how they make the case. Employees need to trust them.
3. Make it a priority to hold employee meetings. Don't assume employees will understand and get behind the change with a few emails. Change can be very personal for them.
4. Embrace technology. Studies continue to show that young workers and Boomers alike want online tools and web communications. Be sure to engage your Information Technology (IT) person/team.





*The Prosci® ADKAR® Model was developed by Prosci Inc., the world leader in research and content creation in the field of change management.

6 weeks before OE

Pre-enrollment

	6 weeks before OE (i.e. September)	5 weeks before (i.e. September)	4 weeks before (i.e. September)	Notes for HR
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Pre-enrollment: *Introductory communications to help educate your employees about the new plan.*

 Direct mail	Send memo or letter to introduce new health plan. 			The CEO/owner memo is key to the communication process. Be sure they agree to it and sign. Feel free to edit as you need.
 Email	Send <u>1st email</u> days after the memo to introduce <u>microsite</u> .  	Send <u>2nd email</u> that include educational Brainsharks.  	Send <u>3rd email</u> to promote meetings or send <u>2nd email</u> again. 	Use emails weekly to help build awareness and interest. We made them easy for you to edit. Don't underestimate the value of employee meetings. We can help.
 Web	Add link to <u>HRA plan website</u> from company intranet site.  	Post link to <u>Health Care Lane</u> to company intranet site.  	Be sure to promote <u>HRA plan website</u> .  	Recommend adding links to company intranet site and promoting the sites and tools in a company newsletter and at meetings.
 Print			Order brochures and FAQs for upcoming meetings. 	Print and distribute in break rooms or places where employees will see.













 Includes video

1 month before OE

Open Enrollment

3 weeks before OE (i.e. September)	1-2 weeks before (i.e. October)	OPEN ENROLLMENT (i.e. October)	Notes for HR
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Open Enrollment: Continue to build knowledge and confidence so they can take action by enrolling.

 Direct mail		<p>CONSIDER mailing a postcard to remind about OE and to attend a presentation.</p> 	<p>It's not cheap to do home mailings - but they work. This is especially true if trying to reach the key health care decision-maker. Contact your account rep for assistance. Note: See cost estimates.</p>	
 Email	<p>Send 3rd email to remind about OE and promote presentations.</p> 	<p>Send 4th email to urge plan comparing.</p> 	<p>Send 5th email to encourage enrollment.</p> 	<p>After presentations, share the recap flier. Remind employees to look for their doctor, use the plan cost tools and calculators on welcometouhc.com.</p>
 Web	<p>Hold <u>meetings</u>. CONSIDER web meetings if there are employees working remotely.</p> 	<p>Hold <u>meetings</u>.</p> 	<p>Invite spouses to meetings. They may be the key health care decision maker. If you need presentation support, contact your account rep.</p>	
 Print	<p>Distribute brochures and fliers at meetings.</p> 	<p>CONSIDER distributing “compare your plan” brochures and other fliers.</p> 	<p>Use the HRA Library if you are looking for additional print support.</p>	

 Include video
  In-person meetings
  Web meetings

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates.
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The UnitedHealthcare Choice Plus Plan with a Health Reimbursement Account (HRA) combines the flexibility of a medical benefit plan with an employer-funded reimbursement account.

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