

How 2020 CHANGED Open Enrollment FOREVER



85%

of employers who conducted a virtual open enrollment in 2020 plan to do so in future years



67%

of employers delivered OE info differently due to COVID-19



26%

of employers said 2020 OE was better (only 12% said it was worse)

2019

2020

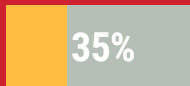


45%



3%

3% of employers conducted OE in person in 2020; compared to 45% in 2019



35%



51%

51% of employers shared info via virtual OE fair or webinar in 2020; compared to 35% in 2019



What Employers Learned

1. Virtual OE fairs are easier to plan ahead for than in-person fairs.
2. Preparation for OE should begin much earlier in the future.
3. OE must be personalized and interactive, whether conducted virtually or in person.
4. OE should be mandatory—or employees should be incentivized to participate.
5. To stay ahead of competitors, start looking now to advance benefits offerings for 2022.

Learn more about OE trends and takeaways here →

