PULSE SURVEY
OPEN ENROLLMENT
We are committed to understanding and anticipating our network’s needs - especially during times of uncertainty. To help gauge observations, experiences and expectations surrounding the Coronavirus pandemic, we executed a Pulse Survey series.

This presentation presents results from the Open Enrollment pulse survey.
Has the Coronavirus pandemic changed your approach to this year’s open enrollment?

Question Type: Multi-Select  ●  Answered: 60  ●  Skipped: 0

- Will do renewals earlier: 10%
- Virtual employee meetings instead of onsite: 34%
- Will move enrollment time-frame up: 9%
- Will move enrollment time-frame back: 2%
- Other (please specify)*: 64%

*See Appendix A for the key response trends in the ‘Other (please specify)’ selection.

All response percentages have been rounded up to the nearest whole number.
SURVEY RESPONSES

Do you plan to expand your voluntary product offering to meet new employee needs?

*Question Type: Multi-Select  ● Answered: 60  ● Skipped: 0*

- **Yes**: 12%
- **No**: 30%
- **Have not decided**: 59%

*All response percentages have been rounded up to the nearest whole number.*
How do employees complete their open enrollment?

*Question Type: Single Select*  
*Answered: 60*  
*Skipped: 0*

- **Paper forms**: 22%
- **Online enrollment system with call center and telephonic enrollment option**: 14%
- **Online enrollment system with benefit counseling support available**: 45%
- **Third-party enrollment firm**: 2%
- **Combination of the above**: 18%

*All response percentages have been rounded up to the nearest whole number.*
Do you use open enrollment as an opportunity to:

Question Type: Multi-Select  ●  Answered: 60  ●  Skipped: 0

- Cleanse enrollment data: 34%
- Update profile information: 57%
- Update dependent/beneficiary information: 72%
- Capture benefit enrollment options only: 35%

All response percentages have been rounded up to the nearest whole number.
Would you consider using a podcast or video presentation format for open enrollment?

Question Type: Single Select  Answered: 60  Skipped: 0

- Yes: 77%
- No: 5%
- Have not decided: 19%

All response percentages have been rounded up to the nearest whole number.
What do you anticipate to be your biggest challenges around open enrollment due to the pandemic? (select all that apply)

*Question Type: Single Select  • Answered: 60  • Skipped: 0*

- Communicating with employees: 39%
- Lack of employee engagement: 25%
- Concern around rate increases for renewals: 69%
- Concern around reduced benefits to save money: 35%
- Concern around higher employee costs to save money: 50%
- Addressing individual employees' needs (e.g., loss of hours/pay, employment uncertainty, etc.): 30%

*All response percentages have been rounded up to the nearest whole number.*
Open enrollment is an annual opportunity to engage with employees on their benefits. Do you plan to do anything different this year from a communications and employee engagement standpoint?

Question Type: Free Text  Answered: 52  Skipped: 8

- 33 respondents are unsure or have not planned for differences
- 12 respondents do not anticipate differences in communication and engagement
- 17 respondents expect differences with the majority moving to some form of digital communication
SURVEY RESPONSES

Are there other ways you believe the pandemic will affect your open enrollment planning and process?

Question Type: Free Text  •  Answered: 43  •  Skipped: 17

Key Takeaways

- **20** respondents stated they did not see other impacts at this time.
- Some concern expressed in replacing traditional group benefit meetings.
- Some planning concerns around uncertainty of Coronavirus.
SURVEY RESPONSES

Does your firm plan to conduct open enrollment differently this year?

*Question Type: Single Select  ● Answered: 60  ● Skipped: 0*

- **30%** No, we will continue doing a passive enrollment (employees enter changes only)
- **24%** No, we will continue doing an active enrollment (employees make elections for all benefits/plans)
- **2%** Yes, we normally do a passive enrollment and we will be doing an active enrollment this year
- **2%** Yes, we normally do an active enrollment and we will be doing a passive enrollment this year
- **44%** Have not decided

*All response percentages have been rounded up to the nearest whole number.*
SURVEY RESPONSES

What is your industry?

Question Type: Single Select  •  Answered: 60  •  Skipped: 0

Highest Responses:
- Legal (10%)
- Manufacturing (8.33%)
- Non-Profit (8.33%)
- Business Professional Services (6.67%)
- Education (6.67%)
- Healthcare/Medical (6.67%)
- Real Estate (6.67%)

26 Industries

Accounting
Advertising
Aerospace/Aviation/Automotive
Agriculture/Forestry/Fishing
Business/Professional Services
Construction/Home Improvement
Education
Energy
Engineering/Architecture
Finance/Banking
Government/Military
Healthcare/Medical
Insurance
Legal
Manufacturing
Mining
Non-Profit
Oil & Gas
Pharmaceutical/Chemical
Real Estate
Rental
Retail
Technology
Telecommunications
Transportation/Distribution
Wholesale
SURVEY RESPONSES

Participating Companies

Question Type: Free Text  • Answered: 60  • Skipped: 0

59 Companies Represented
RESULTS SUMMARY

Important Considerations & Findings

Approaching Open Enrollment (OE)

- Over 76% of respondents use an online enrollment system
- In addition to capturing benefit enrollment options, most respondents use OE to update beneficiary/dependent information, cleanse enrollment data, or gain updated employee profiles

Exploring New Benefit Communication Methods

- Over 76% of respondents would consider a video or podcast format for OE presentations
- 3 respondents would not consider podcast or video while 11 are undecided

Changes in Conducting Open Enrollment

- The top three reported challenges around OE are rate increases for renewals, higher employee costs to save money, and communicating to employees
- 26 respondents have not decided if they will be making changes to their type of enrollment
APPENDIX
APPENDIX A

Has the Coronavirus pandemic changed your approach to this year’s open enrollment?

*Key Response Trends for ‘Other (please specify)’*

- **No changes anticipated:** 18 respondents
- **Too early to tell or uncertain at this time:** 15 respondents
- **Other considerations:**
  - Avoidance of costly changes
  - Reconsidering rolling out new plans
  - OE not affected for 2020
  - Virtual meetings
  - State limits on group gatherings