

## How Can Clearvale Help Me With...Open Enrollment?



When your organization's open enrollment period rolls around, the 2010 season might be the busiest ever due to questions regarding U.S. health care reform. There are steps that you can take to mitigate the time human resources personnel spend on this important project, though. And you can do this while *improving* the quality of information delivery to employees. In a September 2009 article published by SHRM (Society for Human Resources Management), one of the factors to consider for the 2010 benefits open enrollment season includes social media because "the traditional methods of communicating benefits information are not good enough."\* This article describes some things you can do with Clearvale that can help better facilitate your open enrollment process.

### Create a Community

Begin by creating a community for open enrollment. A community that people can access at any time offers staff more flexibility and control over their time than traditional methods of delivering benefits information. You might consider naming it something like "2010 Open Enrollment," rather than simply "Open Enrollment." The reason is that you could find it useful to create open enrollment communities for each year. This approach keeps the process organized and allows you to have a single point of contextualized information about open enrollment for each year.

Widgets to consider placing on the community page include:

- **Event Countdown** to provide a visual reminder to your staff about enrollment deadlines.
- **Files** to upload and organize important information, such as benefit highlights, health plan descriptions, and formularies.
- **Videos** for posting relevant videos about health care legislation or to post a video you created about open enrollment.
- **Polls** to ask staff how well their questions are being answered.
- **Message Board** for important messages regarding enrollment.
- **Forums** to provide a method for posting questions about open enrollment.
- **Freeform** to add links to external sites or to the email addresses of benefit representatives.

**2010-2011 Benefits Enrollment** EDIT

**The benefits system is now open for your 2010-2011 Benefit Elections**

**OPEN ENROLLMENT PROCESS**

During Open Enrollment, you will need to log into your benefits system account and confirm your elections and enroll in the new carrier's offerings for the 2010-2011 plan year. Additionally, you will need to submit a separate form to Virginia for dental benefits. You can find a copy of this form in DocuVault.

If you decide to **MAKE A CHANGE** to your current elections, log onto your benefits system account and select "CHANGE" under **MANAGE BENEFITS** and click on **GO**. The system will guide you through the process of making changes to your elections.

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Depending on your organization's needs, you can also add additional widgets. Whichever ones you choose, you will find that having a central location for all information available at anytime will ease some of the burdens of the open enrollment process for you and staff members.

### Invite Key Players

Before you invite staff members to the community, consider inviting benefit representatives first. Doing so can save you time. For example, you can have the representatives monitor the community and have them directly answer staff member questions about benefits and benefit changes. Additionally, taking this step can help alleviate the need to hold one or even multiple open enrollment information sessions, particularly if you add an informational video to the community.



Keep in mind that the representatives would need to become *network members*. But because Clearvale allows you to restrict access to communities and offers granular control over document access, you can limit the information that they see on your network.

### Invite Staff Members

When you finish adding content and inviting benefit representatives, invite staff members to the community; consider including a personalized message about why you want them to join, too. Once staff members join, they have the ability to find information and answers to questions at anytime. By posting questions, they can receive answers from representatives that can benefit other staff members with similar concerns.

### Have Your Representatives Work for You

Continue to monitor the site yourself, but consider encouraging your benefit representatives to be active community members who post information and answer questions as they arise. This structure can save you time and also help the representatives, who will better understand your organization's specific needs.

### Collect Forms

If you collect forms from staff members for enrollment, consider having them place completed documents in the community's files. You can create a folder, such as "Dental Enrollment Forms." You can then create a sub-folder that contains a blank form to fill out and another sub-folder that contains the completed forms. Employees need not worry about confidentiality because of Clearvale's granular sharing controls. An employee can upload a file and choose to share it with only the people who need to view it.

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### **Benefits for your Human Resources Department**

Open enrollment for benefits is a time-consuming task that offers unique challenges every year. By implementing a new approach, your Human Resources department can make the process easier for everyone involved.

\*Benz, Jennifer. "Open Enrollment for 2010 Will Be Different." [Society for Human Resources Management](http://www.shrm.org). <http://www.shrm.org>.