



**2022-23**

# Open Enrollment

## Case Study and Trends Report

How we helped over **250** employers reach almost **775,000** employees and meet their OE goals

**74%** | Engagement rate across all employers

**89%** | Engagement rate for first-time Digital Postcard clients

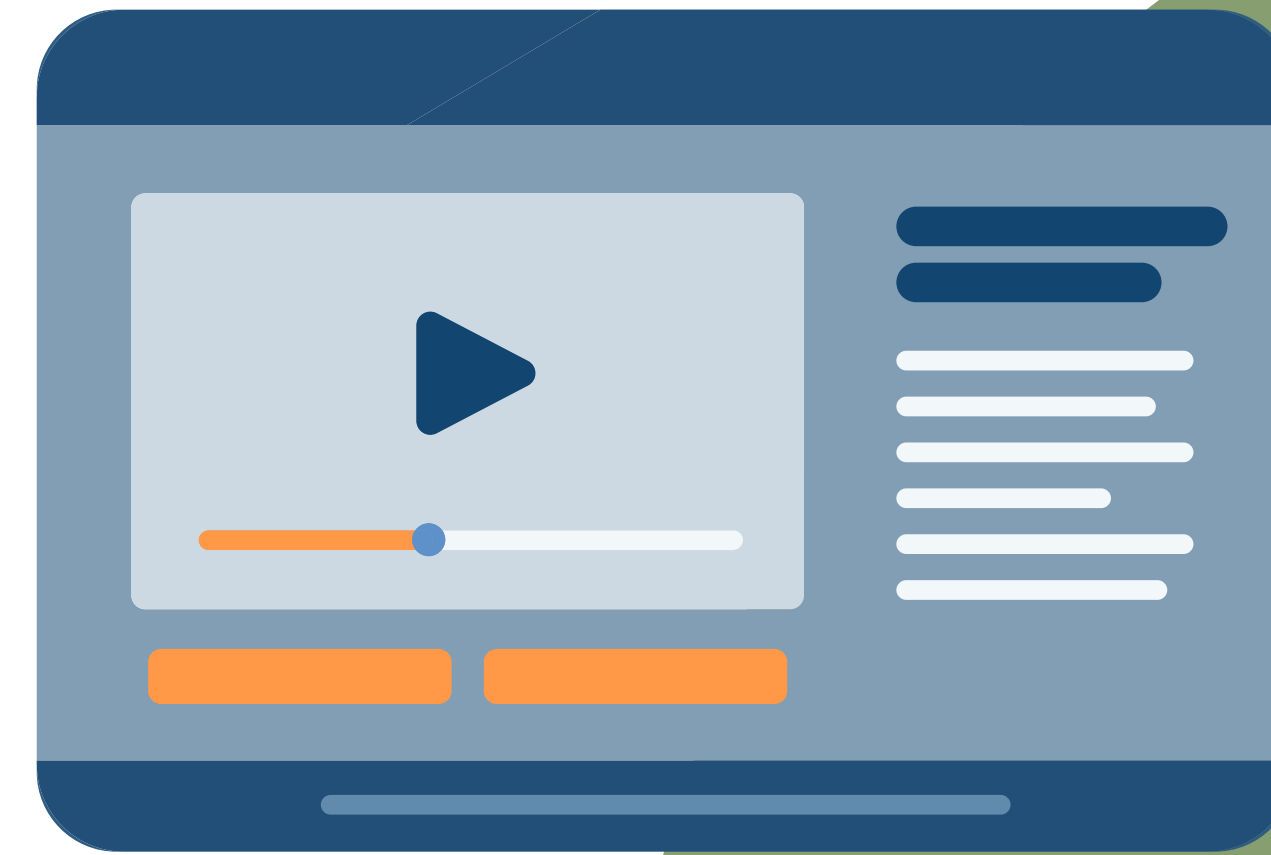
## In 2022, HR and benefits teams went bigger and better as they focused more on reaching every employee, everywhere.

As in years past, trends continue to skew towards replacing or supplementing text-based email communication with Digital Postcards, microsites, and multichannel tools to reach more people across more devices.

Nearly twice as many campaigns featured custom benefits microsites, Virtual Benefits Fairs, text alerts, and QR codes.

- AMC Theaters
- Fort Bend ISD
- NPR
- Swire Coca-Cola
- United Rentals

This report provides an analysis of engagement results and offers best practices to help improve the employee and client experience for open enrollment this year and beyond. In this report, you'll get aggregate results, industry breakdowns, and clear, actionable takeaways.

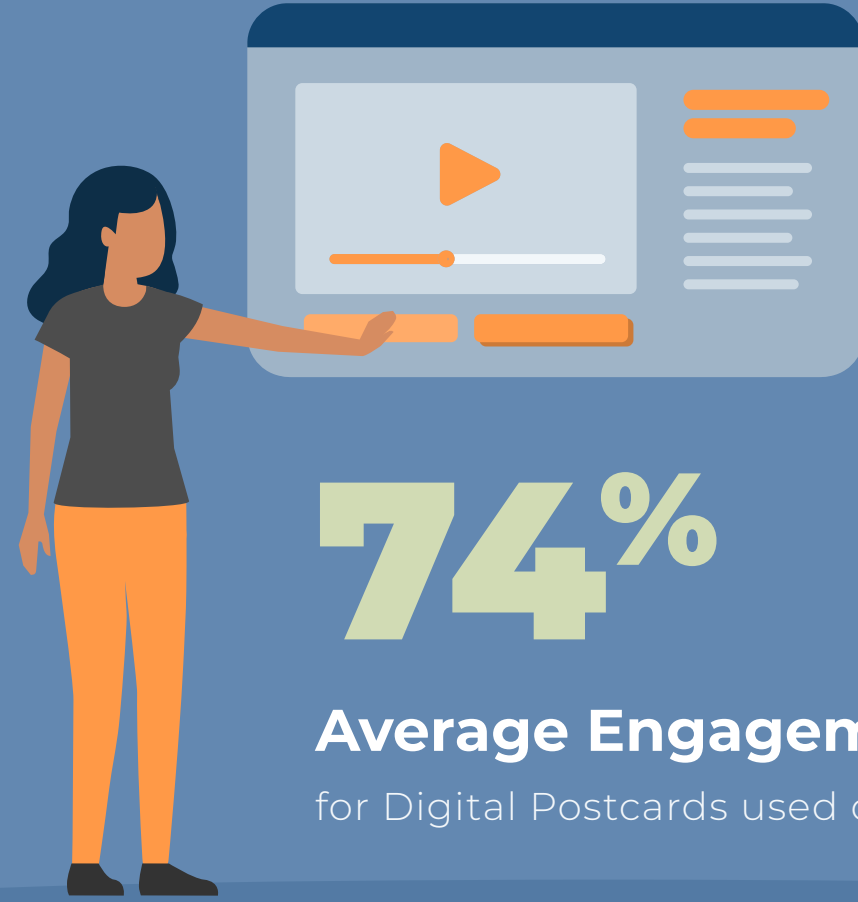


### What is a Digital Postcard?

Digital Postcards are branded video microsites with built-in viewer tracking and reporting. By combining custom videos, messaging and interactive elements, they educate readers around a targeted topic, and then drive them to take action.

[SEE EXAMPLES](#)

# Aggregate Results



**74%**

**Average Engagement Rate**  
for Digital Postcards used during OE campaigns



**255**

**Total Campaigns**  
all annual benefits enrollment,  
all in the 2022 calendar year



**774,845**

Total Targeted Employees

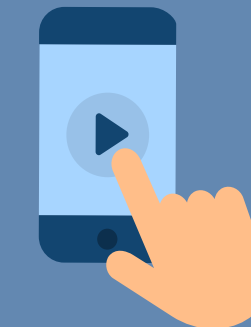


**17.54%**

Mobile Views



Total Actions Taken  
**413,803**



Average Number of  
Actions Taken in Each View  
**1.00**



Average Time on Content  
**2MIN 26SEC**



**1,024**

Total Videos

**256**

Enrollment Intro Videos

**2MIN 38SEC**  
average duration

**82**

Benefits Overview Videos

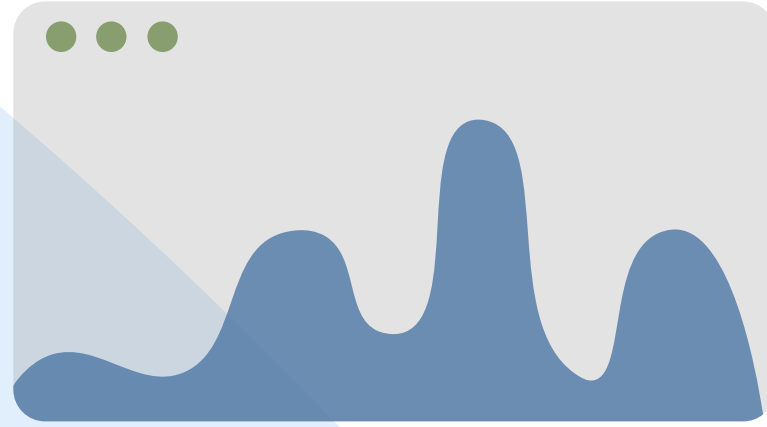
**16MIN 54SEC**  
average duration

**686**

Supplemental Videos

**136,684**

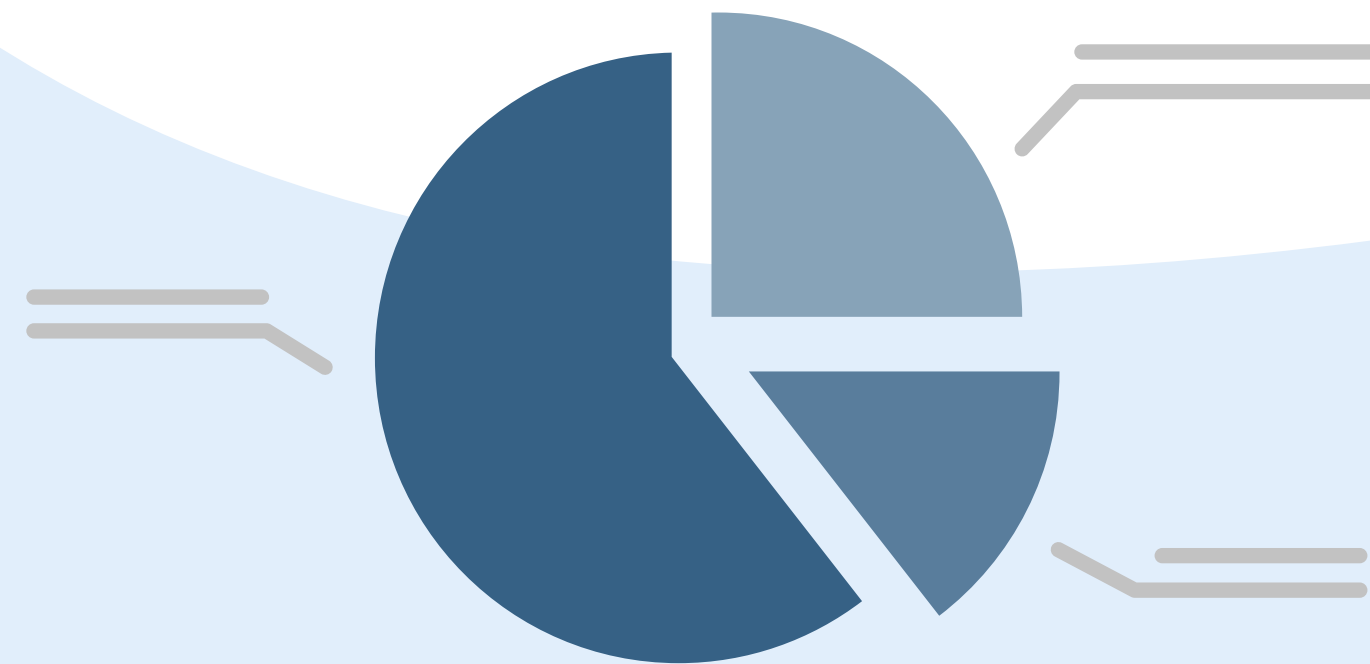
Total Video Views



# Results by INDUSTRY

**Are you wondering what a good engagement rate, response rate, or average time on content is for your employees?**

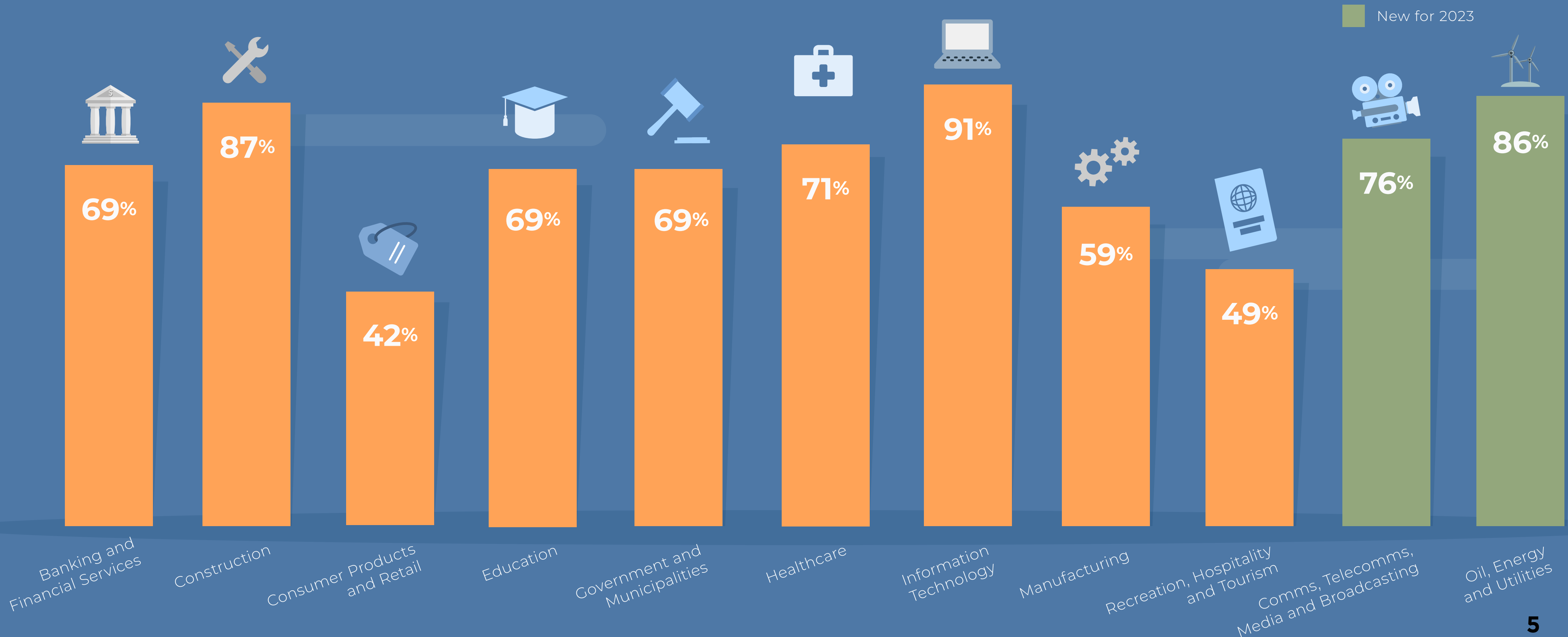
In this section, we break our data down by industry in order to establish some benchmarks to measure against your own open enrollment communication campaigns.

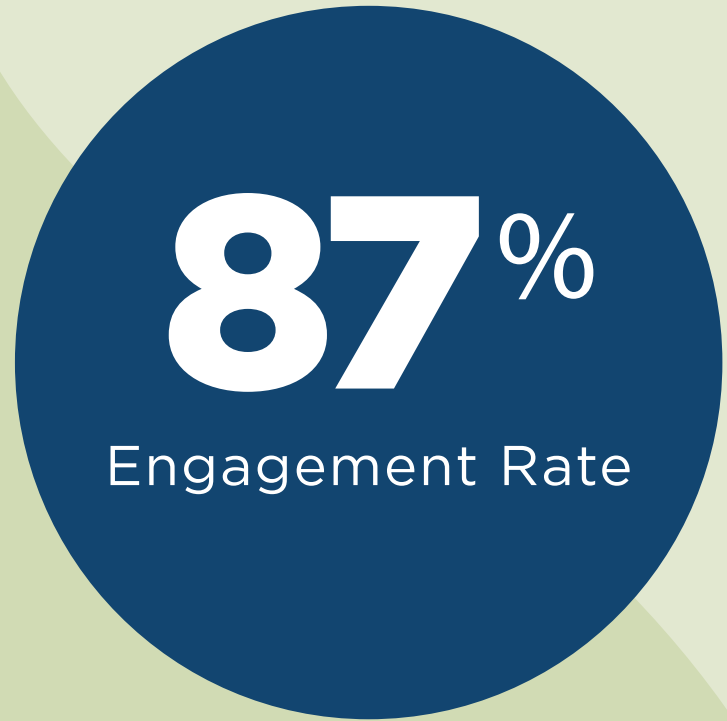
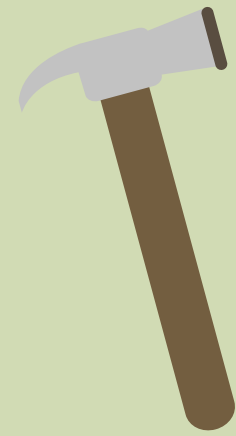
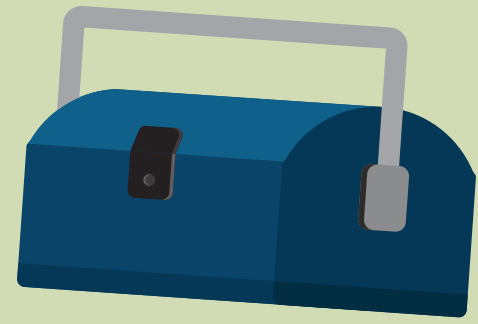


# Open Enrollment Engagement Rates BY INDUSTRY

## Industries represented

- Agriculture
- Banking and Financial Services
- Biotechnology
- Comms, Telecomms, Media and Broadcasting
- Construction
- Consumer Products and Retail
- Education
- Engineering
- Government and Municipalities
- Healthcare
- HR Services
- Information Technology
- Insurance
- Legal Services
- Manufacturing
- Oil, Energy and Utilities
- Real Estate
- Recreation, Hospitality and Tourism
- Restaurants and Food Services
- Transportation





INDUSTRY:

# Construction

This year, we saw larger construction companies take their OE comms digital, with the average number of employees per campaign growing from 1,735 to 2,368. Construction, and other industries with distributed workforces, are especially strong

candidates for multichannel benefits-enrollment campaigns that workers can access without computer access. And, with an 87% engagement rate, it's clear that OE comms like this really resonate with construction-industry employees.



**9**  
Campaigns



**21,314**  
Total Targeted Employees



Average Time on Content:  
**1 MIN 42 SEC**



**15%**  
Mobile Views



Response Rate:  
**1.01**  
Actions per View



**42%**  
Engagement Rate

INDUSTRY:

# Consumer Products and Retail

It's not surprising that this category scored top marks for engagement on mobile with 37% of employees accessing open enrollment materials on their devices. Given the nature of their work, employers in this industry have to design their campaigns with a mobile-first approach.

The campaigns in this industry also tended to have significant supplementary videos and resources to help with general employee benefits education.



**11**  
Campaigns



**36,713**  
Total Targeted Employees



Average Time on Content:  
**3 MIN 5 SEC**



**37%**  
Mobile Views



Response Rate:  
**1.23**  
Actions per View



41

Campaigns



226,584

Total Targeted Employees



Average Time on Content:

2 MIN 27 SEC



12%

Mobile Views



Response Rate:

0.98

Actions per View

71%  
Engagement Rate



INDUSTRY:

# Healthcare

Benefits communication was huge in 2022 for the healthcare industry. It was our largest industry segment last year, and that remains the case this year as we supported HR efforts to over 225,000 employees in this industry.

The healthcare industry includes segments like medical centers, home healthcare companies, rehab

centers, transportation services, and more. Last year, we recommended that organizations in this industry leverage touchpoints across multiple channels, given the hybrid nature of this workforce, and we see these changes reflected in a 50% increase in mobile views compared to last year.





25

Campaigns



49,327

Total Targeted Employees



Average Time on Content:

2 MIN 50 SEC



7%

Mobile Views



Response Rate:

1.27

Actions per View

91%

Engagement Rate

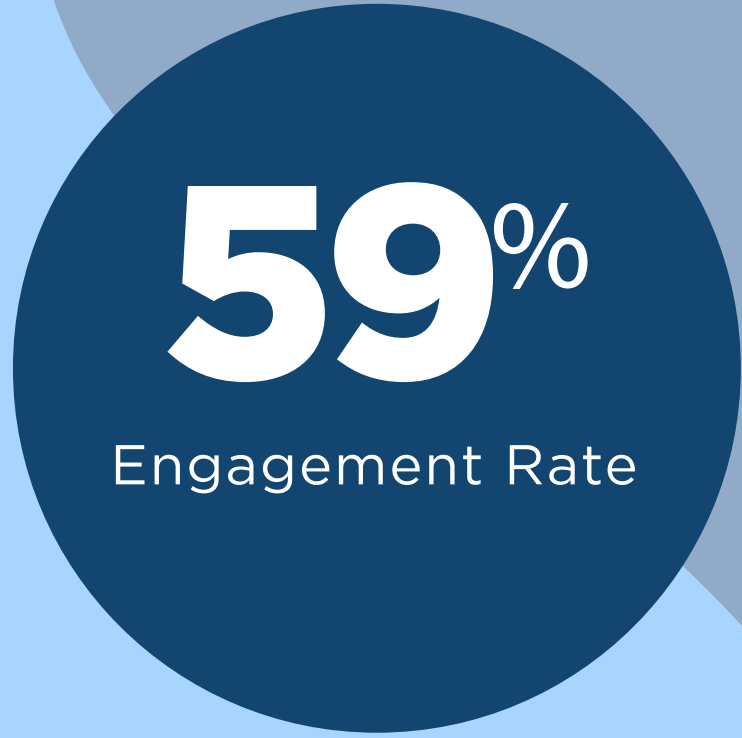
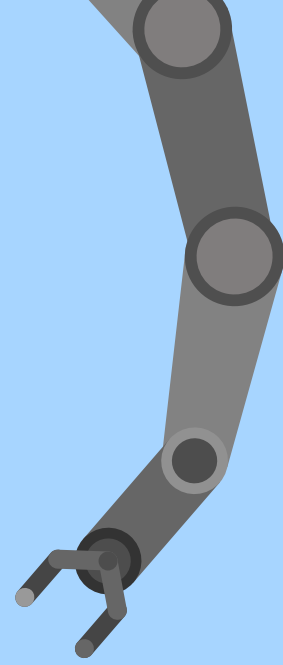
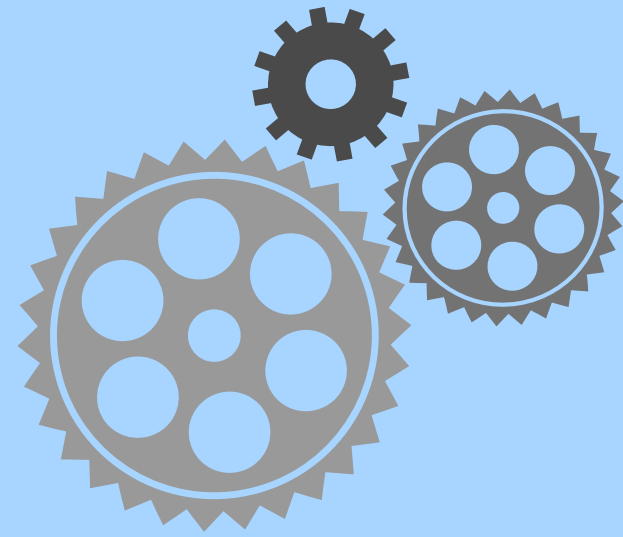


INDUSTRY:

# Information Technology

For the information technology industry, only 7% of content was viewed on a mobile device. This is nearly 60% lower than the 17% average across all industries.

For HR leaders working in the IT industry, focusing on the desktop experience of your content-driven communications is a key to success.



INDUSTRY:

# Manufacturing

The manufacturing industry was a tale of two metrics: more employees were engaged than ever before, but they spent less time on materials and took fewer actions.

Larger labor and economic trends can affect how much time and effort employees are willing to put into open enrollment.

But the main takeaway: HR teams in this industry should plan for simplicity. Enable to employees to make smarter decisions with less time and effort.

If you're in this industry, you may want to consider a benefits decision-support tool, especially one that focuses on ease instead of interactivity or "fun."



**21**  
Campaigns



**76,283**  
Total Targeted Employees



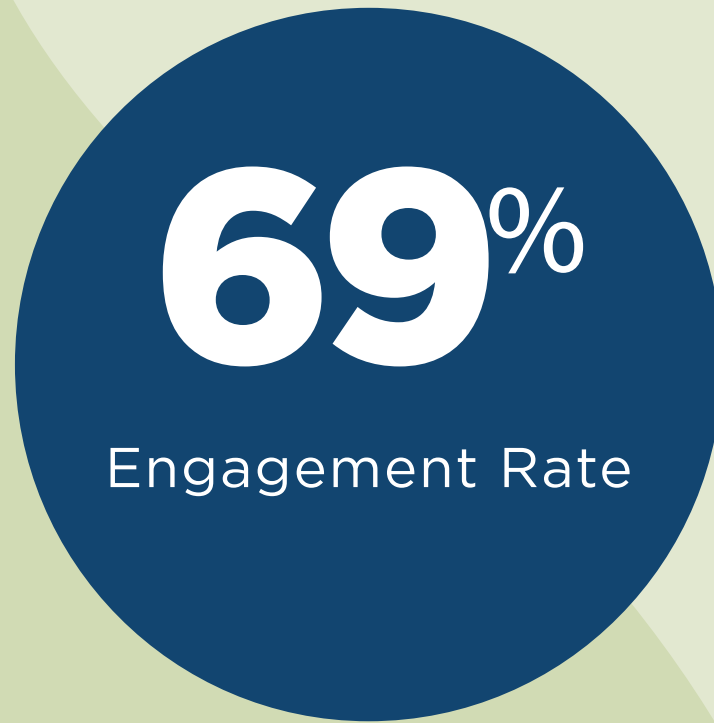
Average Time on Content:  
**2 MIN 26 SEC**



**16%**  
Mobile Views



Response Rate:  
**0.99**  
Actions per View



INDUSTRY:

# Banking and Financial Services

The most interesting data around the banking and financial vertical market comes to light when looking at how engaged they are with OE content.

They spent more time on content than average and took 33% more actions per view, which indicates

they were carefully researching and considering their benefits options.

While the mobile rate was lower than any other industry for the second consecutive year, that isn't surprising given they work almost exclusively on computers.



**15**  
Campaigns



**26,676**  
Total Targeted Employees



Average Time on Content:  
**2 MIN 47 SEC**



**6%**  
Mobile Views



Response Rate:  
**1.33**  
Actions per View



14

Campaigns



36,458

Total Targeted Employees



Average Time on Content:

3 MIN 9 SEC



12%

Mobile Views



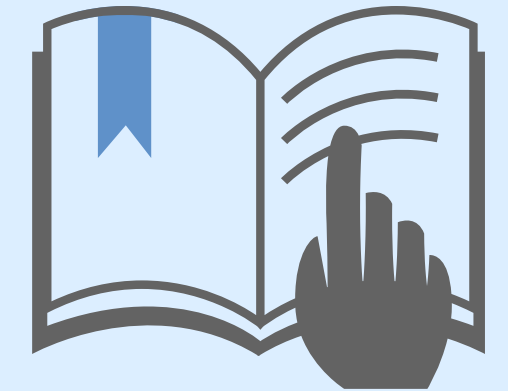
Response Rate:

1.24

Actions per View

69%

Engagement Rate



INDUSTRY:

# Education

Many of our benefits-education campaigns show the deep commitment employees have to understanding their benefits. However, employees in this space spend more time on content than any other industry featured in this report. You could say that these employees “do their homework.”

But this industry has a lot of turnover, and we’ve seen that ramp up in recent years, with nearly three-quarters of U.S. states experiencing a teacher shortage. Therefore, the importance of communicating excellent benefits to increase retention should be of paramount importance in this sector.



8

Campaigns



18,681

Total Targeted Employees



Average Time on Content:

2 MIN 4 SEC



10%

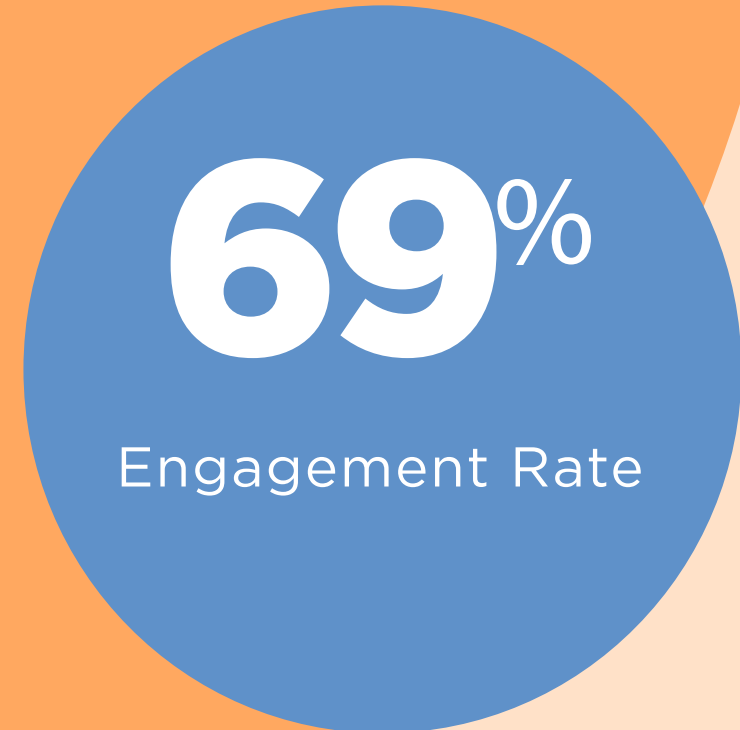
Mobile Views



Response Rate:

0.84

Actions per View



INDUSTRY:

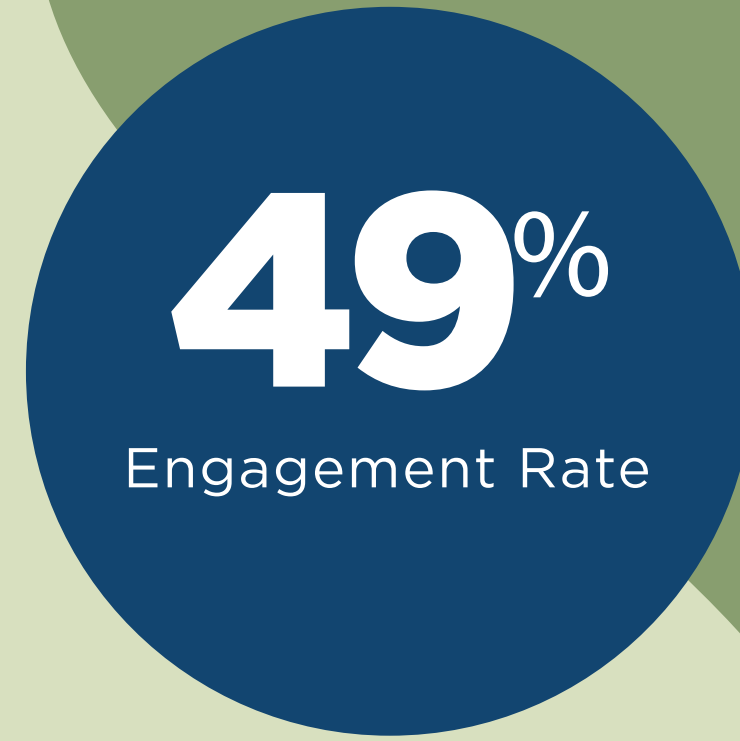
# Government and Municipalities

It's safe to say that folks in government and municipalities have had a stressful couple of years, with many employees stressed out and overworked.

We see this reflected in their engagement as well, spending less time on content, taking less action, and not using mobile devices.

If you're in this industry, you should be asking yourself two questions over and over:

1. "Is our enrollment process as quick and easy as possible?"
2. "Will my employees feel supported?"



INDUSTRY:

# Recreation, Hospitality and Tourism

Data in this vertical remained steady in 2022-23. Given the nature of work for this on-the-go industry, it's not surprising their mobile views of benefits information were close to the top of the chart.

A continued focus on engaging, mobile-responsive content, benefits software that's accessible from anywhere, and continued use of SMS for employee-benefits communication will surely keep this group engaged.



**11**

Campaigns



**22,856**

Total Targeted Employees



Average Time on Content:

**2 MIN 25 SEC**



**28%**

Mobile Views



Response Rate:

**1.25**

Actions per View



9

Campaigns



12,570

Total Targeted Employees



Average Time on Content:

2 MIN 5 SEC



18%

Mobile Views

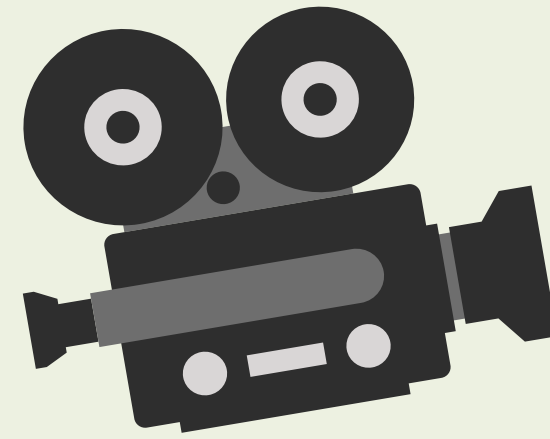


Response Rate:

0.91

Actions per View

76%  
Engagement Rate

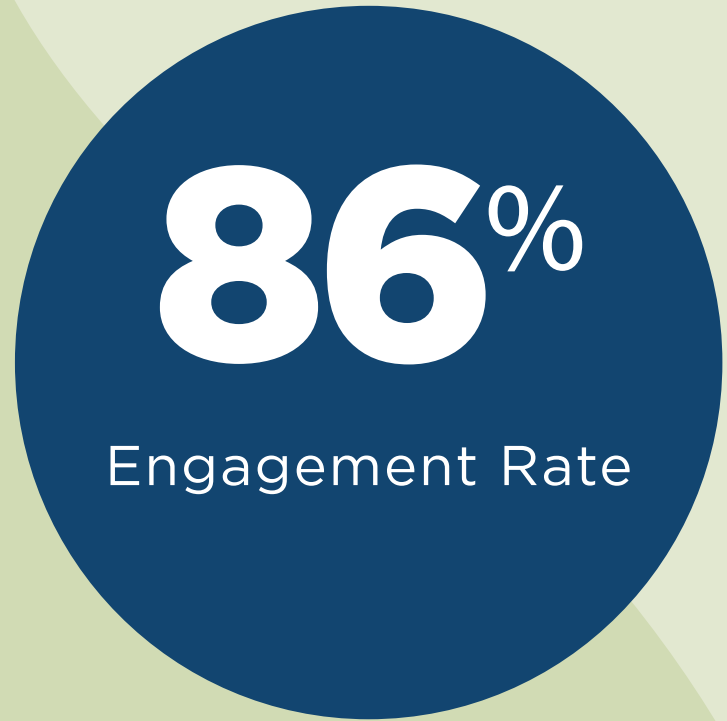
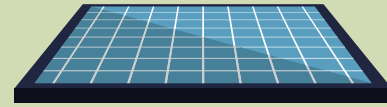
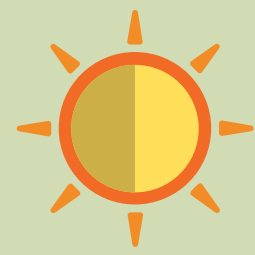


INDUSTRY:

# Communications, Telecomms, Media and Broadcasting

The comms, telecomms, media and broadcasting vertical segment debuted with an above-average engagement rate of 76%. One of the fastest-moving industries, this group also has a good amount of field workers, so it's not surprising they also saw above-average mobile views.

In the year ahead, we'll watch for expansion of campaigns as new investments in 5G take off and the competition for talent to support this growth heats up. Benefits-communication campaigns, like those developed with Flimp, should help this workforce better understand and appreciate benefits, while boosting retention.



INDUSTRY:

# Oil, Energy and Utilities

Another new entrant in the report—the oil, energy and utilities sector—claims the third-highest engagement overall and for mobile views. This industry had record profits in 2022 that led to further investments in 2023, according to the [Deloitte 2023 Oil and Gas Industry Outlook](#). High-growth markets like this usually face recurring recruiting and retention challenges.

HR leaders in this sector can rise above the competitive pressures for talent by offering better benefits and developing campaigns to effectively communicate those benefits. In addition, increasing access to benefits information via mobile-friendly content and texting will help further engage this busy, and often hybrid or in the field, mobile workforce.



**12**  
Campaigns



**11,915**  
Total Targeted Employees



Average Time on Content:  
**2 MIN 18 SEC**



**19%**  
Mobile Views



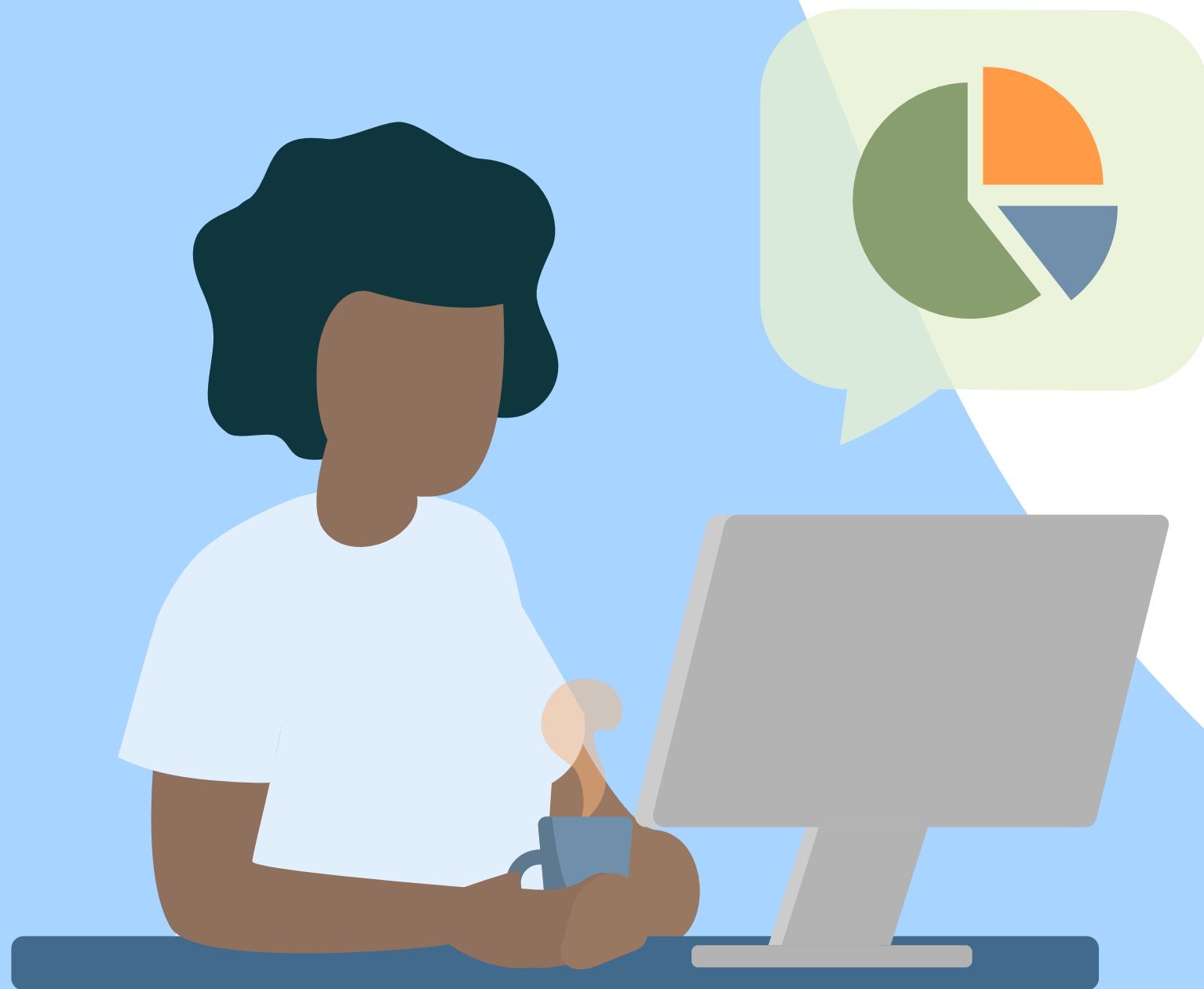
Response Rate:  
**0.86**  
Actions per View



# Key Takeaways

From the 2022-23 OE Case Study Report

The report uncovered the following trends and best practices in benefits communications.



# 1

## Utilize Decision-Support Tools

For employers that are struggling to break through to employees and find themselves answering the same enrollment questions, benefits decision-support tools are a go-to solution.

Employees find that a decision-support tool provides an “Amazon-like” benefits-shopping experience. This simplified approach to researching, evaluating options, and selecting plans successfully reduces stress and improves enrollment results.



### Do:

- Use a benefits decision-support tool to help employees make better medical and/or voluntary benefits selections based on their personal needs and circumstances.



### Don't:

- Rely solely on benefits guides for benefit-plan education. Employees find the benefits-selection process confusing and intimidating,\* but self-guided education and support tools remove stress and guesswork.

# 2

## Push Messaging with Updated Content

Want better results? Think small.

The best communicators in 2022 sent more messages with less text and increased focus. While deadlines and enrollment-portal access were typically included in every message, supplemental information (benefits tips, explainer videos, information around voluntary benefits) was split across a longer communications effort. This focused approach resulted in better knowledge and improved results.



### Do:

- Include the most essential information, like enrollment deadlines, in every message.
- Use focused messaging around specific education points to improve engagement and benefits knowledge.



### Don't:

- Overwhelm employees with messaging that covers too much information at once.
- Send a single email. You should send at least three emails: one before OE, another at the start of OE, and one a few days before the deadline.

# 3

## Tailor Messaging to Match the Audience

Customization of employee benefits and communication has become part of improving the employee experience. But this is typically time intensive, requiring a lot of one-on-one interactions. But today's digital technology can allow teams to supplement (or even replace) many of their one-on-one benefits communications. Digital content, like Digital Postcards, for example, can easily be customized with unique messaging or different languages.



### Do:

- Tailor messaging based on employee segment (location, union, full time vs. part time, etc.) and interests (retirement planning, supplemental benefits, etc.).



### Don't:

- Take a one-size-fits-all approach to your benefits-communication strategy. Not only will a more customized approach improve your results, but it will also cut down on redundant meetings and questions.

# 4

## Provide More Resources and More Offerings in More Ways

Visually compelling content and more frequent distribution of content is an overarching theme for open enrollment communications. The modern worker has a need for voluntary benefits like telehealth options, mental health, wellness, and more. The growing number of remote or hybrid workforces also require more self-guided education around voluntary benefits than ever before, which requires more engaging visual content, like videos and Digital Postcards, with more frequent and focused distribution.



### Do:

- Include more opportunities for action on your content, linking out to enrollment portals, guides, videos, and other employee tools.
- Promote your content. Providing the tools and education is only half of the battle; the other half is promoting them and improving awareness.



### Don't:

- Rely too heavily on email, particularly all-text emails that are often ignored.
- Underestimate the power of video. It is, by far, the top method requested\* for employee-benefits education.

# 5

## Offer Digital and Mobile-Friendly Print Materials

QR codes were used in 21% of campaigns, a 50% increase over campaigns in 2021. Mobile and QR codes are traditionally great ways to reach workforces that are not often in front of their computers, such as retail, manufacturing, and construction.

QR codes on printed materials in public spaces are also a great way to reinforce messaging and create additional benefits-communication touchpoints.



### Do:

- Optimize content for mobile devices and make it accessible.
- Use QR codes and other printed materials in public workspaces.
- Use employee texting to improve open rates on the most critical benefits communications, like approaching deadlines.



### Don't:

- Focus on a single channel for your open enrollment campaigns. Different channels will resonate with different employees, so a multichannel approach is ideal.

# 6

## Reach Employees with Text Messages

The number of HR teams using WorkforceTXT, our employee SMS platform, doubled in 2022. We saw a similar doubling across QR codes, benefits microsites, and Virtual Benefits Fairs.

All of it points to one big trend: HR teams focused on expanding their efforts across channels to reach employees where they prefer.

Texting, with its extremely high open and response rates, is an extremely effective channel to maximize reach.



### Do:

- Keep messages short and sweet, with links to learn more. Use custom links for precise tracking.
- Understand consent. Most employee SMS falls under “implied consent,” so you’re good to go. Read the “don’t” box for exceptions.



### Don't:

- Send messages that can be construed as “promotional” in nature, as employees must specifically opt in to marketing-style messaging.
- Continue to send messages after an employee explicitly opts out of receiving SMS.

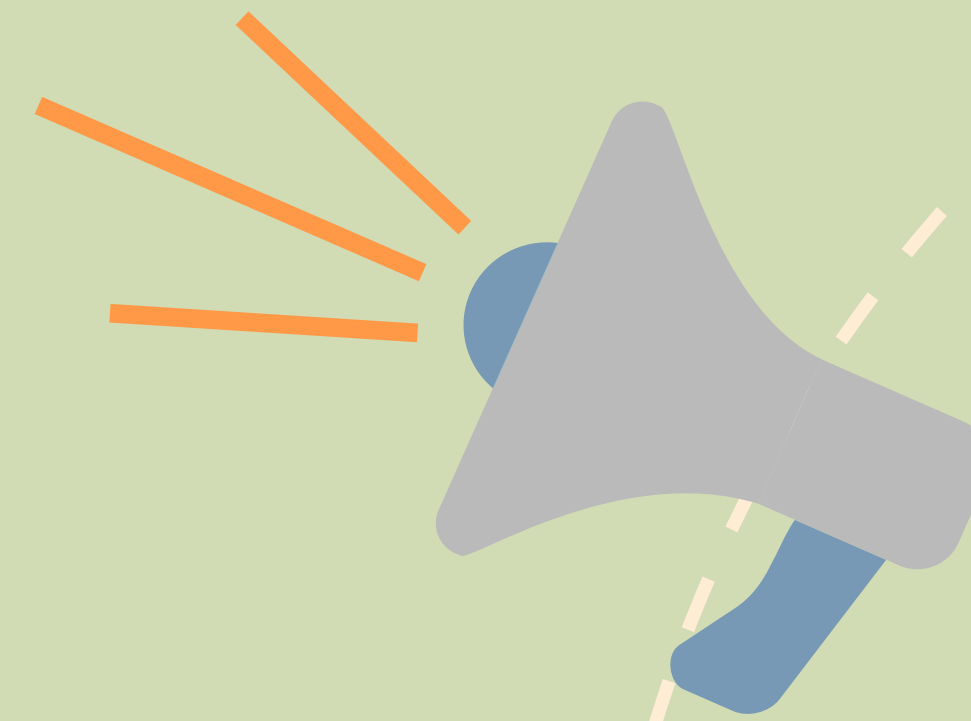
### Are you ready?

**Get a free consultation** with Flimp to transform your open enrollment results

# Anatomy of

## High-Performing OE Communication Campaigns

Flimp has helped hundreds of employers create and send thousands of content-driven communications to millions of employees. Over that time, we've learned a few techniques to improve your open enrollment results.





Best Value!

Lowest Cost!

# Decision Support

Decision-support tools, which collect all your key benefits information in one place, then use a questionnaire paired with a predictive algorithm to make plan recommendations, are exactly what employees are looking for in a more self-guided experience.

In many ways, these tools reinforce your messaging and supplement the performance of your best HR team members by educating

your employees on their benefits and helping them choose the plan that is right for them.

They're also great for moving employees into best-fit plan options, especially plans like HDHPs. Our internal client research estimates that 15-25% of an employee population migrates to an HDHP (when offered) because of a tool like PLANselect. We've even seen as high as 81% for an employer with a dense employee population of low healthcare users.

LEARN MORE



# Digital Postcards

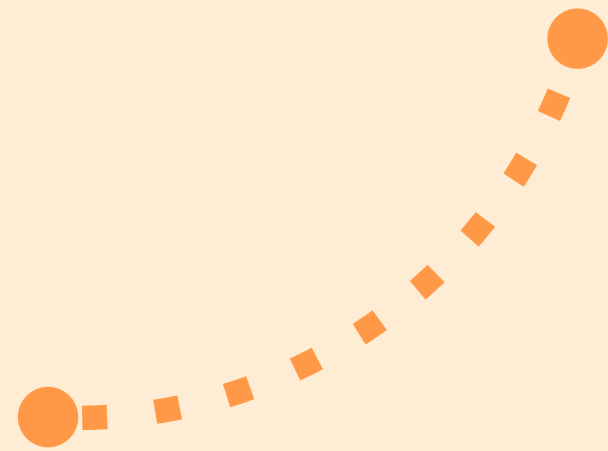
All the campaigns examined for this report used Flimp's Digital Postcards. Each of these multimedia microsites were customized with compelling visuals, videos, links, branding and copy to fulfill the client's specific benefits-education and open enrollment needs.

Digital Postcards are designed to address the biggest challenges benefits communicators face, particularly helping employees understand

complicated and continually evolving subject matter. With more of an emphasis on supporting hybrid workforces and employee wellness /wellbeing the push to educate employees on voluntary benefits is on the rise.

Digital Postcards provide employees with resources, tools and education needed to make informed benefits decisions during the enrollment process.

TRY IT FOR YOURSELF



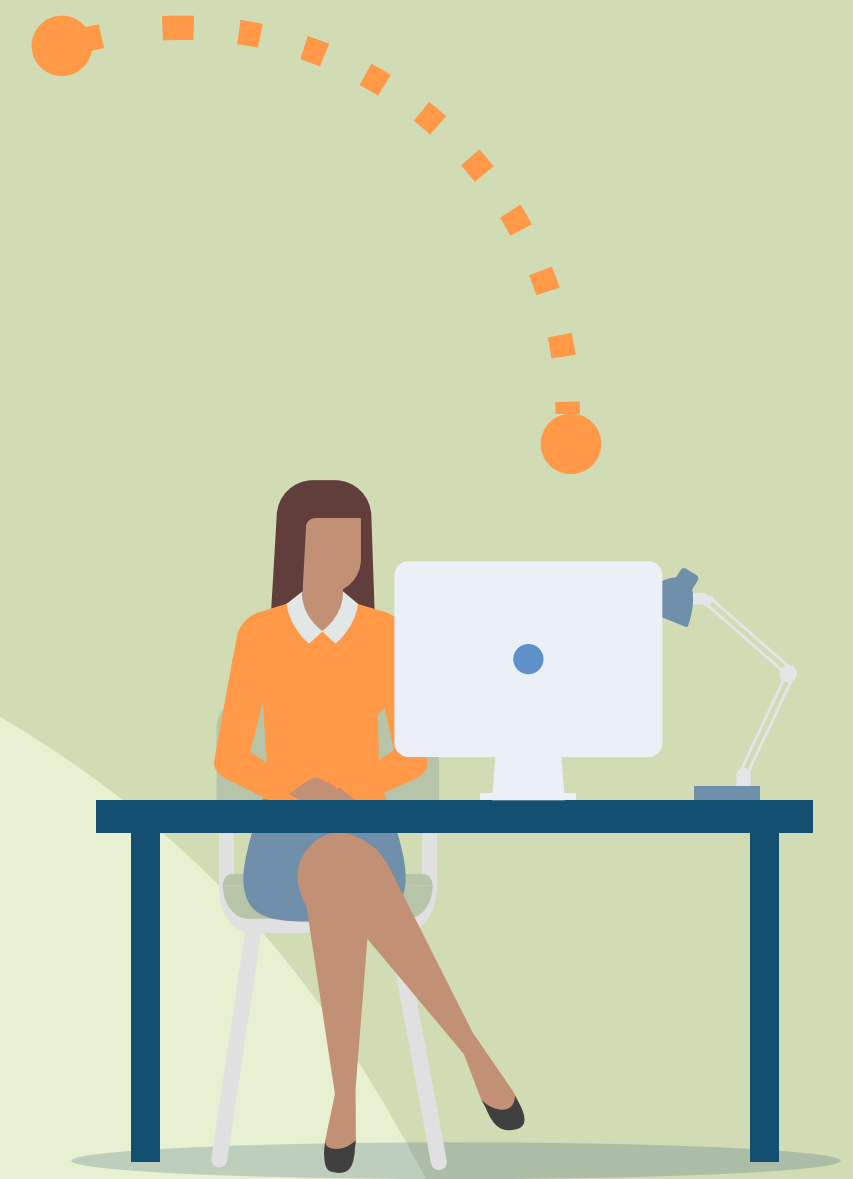
# Short-Form Video

The most common videos included in a Digital Postcard were introductory announcements or an enrollment overview coupled with a long-form benefits presentation video.

More than half of all the 2022 campaigns featured three or more videos. Many of the supplemental videos were also short-form explainer videos (usually having a duration of three minutes or less).

[SEE EXAMPLES](#)





# Long-Form Video

Longer benefits presentation videos went into greater depth and more closely reflect the details of benefits guides. Many also included information about voluntary benefits. These videos are usually based on slide presentations and run

longer than five minutes, with many running 10 minutes or more. They're often chaptered for viewer convenience and are not expected to be viewed in their entirety. Instead, they're available on demand anytime employees have questions.

SEE EXAMPLES

CONTACT

BENEFITS GUIDE

RESOURCES

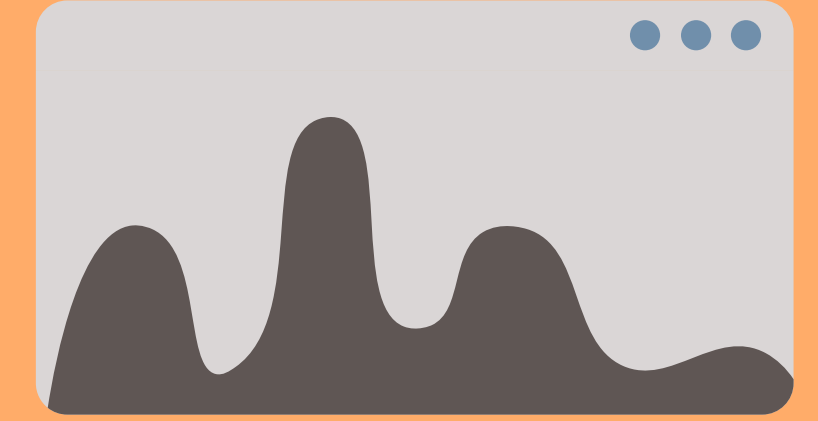
ENROLL

# Calls to Action

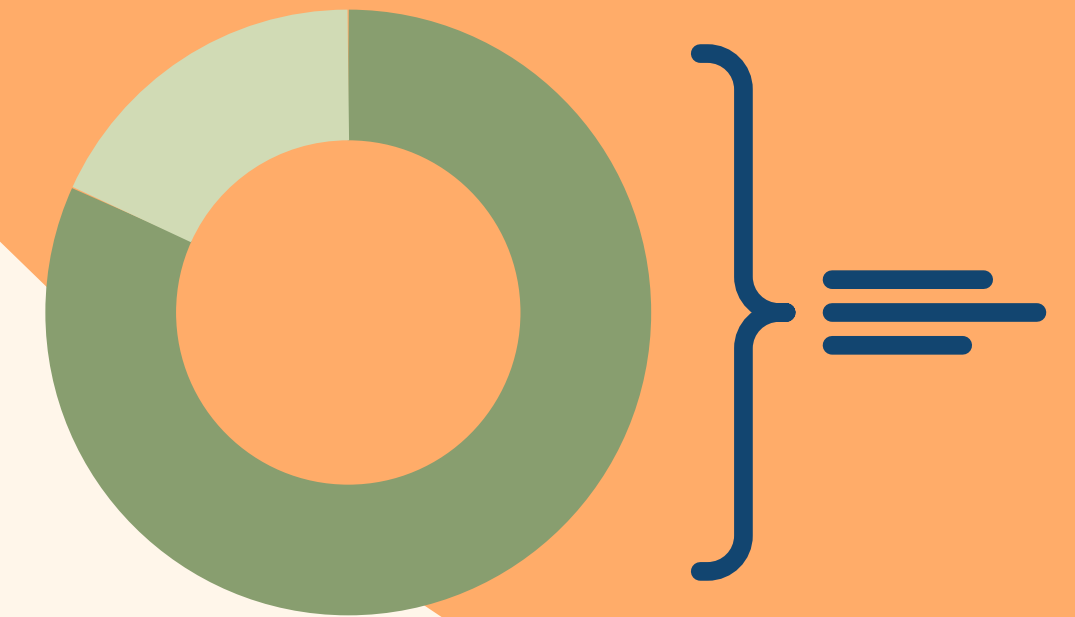
Calls to action (CTAs) are usually buttons that link to additional resources employees need during the enrollment period to sign up for and best utilize their benefits.

## The most common CTA links are to:

- An enrollment portal
- PDFs of benefits guides and/or Summaries of Benefits Coverage (SBCs)
- Benefits webinar or seminar registration pages
- Decision-support tools like: **PLANselect**<sup>®</sup>
- HR and provider contact information
- Health or financial-wellness portals



# Engagement and Analytics



Campaign data like that used to compile this report is available to all clients whose Digital Postcards are hosted on the Fлимп platform. HR teams can look at engagement levels by content titles, geography, language, time spent on content, and device used.

These valuable insights and analytics can help employers quickly assess what's working and what isn't, so they can make changes on the fly and improve enrollment outcomes.

## Are you ready?

Connect with a Fлимп team member for a [free strategic assessment here](#)



# Report Terminology



# Engagement Rate

**The engagement rate indicates the rate at which a targeted employee audience access a Digital Postcard and other standalone campaign materials.**

To calculate the aggregated engagement rate, we first calculated the engagement rates for the campaigns individually and then averaged those together. This ensured each campaign

carried equal weight in the equation, regardless of a company's size. This data doesn't include additional engagement from materials embedded in certain untrackable areas, like a company intranet or portal.



# Response Rate

**The response rate is calculated by totaling the number of response actions taken and dividing by the number of content views.**

Response actions (often overlapping with calls to action) are taken when viewers click a link, download a document, or watch a video. In recent years, many companies have included several videos on their Digital Postcards but only one can be set to autoplay.

Additionally, Google Chrome and other major browsers have issued updates to discourage autoplay videos, which has led to fewer campaigns using that feature. Both these factors mean that, when a video plays on the Digital Postcard, it is an intentional action on the part of the viewer, so we include video starts as response actions when calculating the response rate.

Unlike with the engagement rate, where company size can disproportionately affect the weight each campaign carries, we do not average the response rates of the individual campaigns before calculating the overall response rate.

The number of possible response actions can vary greatly between campaigns. Some include many links or several supplemental videos, while others only include a single link to the enrollment portal. To calculate the aggregate response rate, we tallied the total number of response actions across all campaigns and divided it by the total number of content views across all campaigns.



# Time on Content

**We calculated the average time on content by tallying the total time on non-video content and the time on video across the campaigns and then divided it by the total content views across the campaigns.**

The average-time-on-content calculation only captures the amount of time spent on Fлимп-hosted and -tracked content. With many campaigns including links to third-party-hosted presentations, portals and other resources, the amount of time employees spend engaging with the benefits materials shared in these enrollment campaigns is actually greater, making this a minimum average.

So, what is a good average time on content? After partnering with HR teams on thousands of campaigns, we've learned to aim for time on content above two and a half minutes.



# Mobile Views

**One of the elements our platform tracks is the type of device used to view the Digital Postcard and video content.**

The mobile-view percentage combines the number of views from smartphones and tablet devices to compare them to the total number of content views. Non-mobile views are comprised of views from desktop and laptop computers.





## Are you ready?

Learn more about how Flimp can help with your open enrollment needs.

Connect with a Flimp team member for a **free strategic assessment here**

Get strategies, templates and more in our **Open Enrollment Toolkit**

# Methodology

Digital Postcard campaigns are hosted in Fлимп's content-communications platform, which includes extensive. The platform tracks data for each URL used in a campaign and allows for compiling the data across multiple URLs.

## Our comms platform gathers data based on:

- Views
- Viewer interactions (links and videos clicked)
- Time spent on non-video content
- Time spent on video content
- Viewing device
- Viewer location

Beginning with a pool of all benefits open enrollment campaigns run during the 2022 calendar year, we first focused on determining which needed to be excluded from any aggregate results.

For instance, in some cases, a client set the URL for the Digital Postcard as a default somewhere within an intranet, making it impossible to discern true content views (an employee from the targeted audience clicking the Digital Postcard) and which were triggered as part of a larger intranet page loading.

For those campaigns, it's impossible to accurately calculate the engagement rate and response actions per view.

We also needed to exclude some campaigns where we were unable to verify the size of the targeted employee audience. Without having a reasonable idea of the size of the employee pool a campaign was shared with, we cannot accurately calculate engagement rates.

Once we had our pool of open enrollment campaigns, we pulled the numbers for each campaign individually with an eye to the open enrollment windows.

For many, the benefits information and links to supporting materials remain useful throughout the year so, in order to measure the effect of these campaigns on the annual open enrollment period itself, we gathered the data for each campaign about two weeks after the enrollment period's scheduled end date (allowing for continued use of the campaign materials if there should have been any deadline extensions).

## Let's Talk

We'd love to show you more.

[Schedule a demo now](#)



# About Flimp Communications

## We're Employee-Communication Experts

Flimp is a leading provider of employee benefits communication and decision-support solutions for employers, consultants, enrollers and insurance providers. Our dynamic, SaaS-based platform offers an array of technology-driven services designed to **engage, educate and empower employees, enabling them to make informed decisions** regarding employer-sponsored healthcare, wellness programs, insurance benefits and financial well-being.

Flimp has four offices across the country in Boston, MA, Denver, CO, Vero Beach, FL, and Burlington, VT.

**We work with over 1,000 corporate clients, including dozens of the Fortune 500.**

**For more information, please visit our website, [www.flimp.net](http://www.flimp.net).**