

# Getting started: How to administer your virtual health benefits fair



We are pleased to be supporting your open enrollment season. This guide has everything needed to provide your employees with their virtual health benefit accounts open enrollment fair including event links and instructions on how to communicate the fair to your employees.

## How to launch your virtual fair

1

**Download materials:** View and access event communications on [openenrollment365.com](https://openenrollment365.com).

2

### Send emails and registration links to employees:

Simply choose whether you'd like to deliver a three-part email series or a one-part email, download the corresponding email files, and customize email contents to best match your needs. These emails are designed to be sent from your system and tailored by adding/deleting text in the highlighted fields and by adding attachments, as desired.

**Three-part email series:** Use this if you want to build engagement in a timeframe leading up to open enrollment

- Email one: Open enrollment is coming -- It's almost time to enroll!
- Email two: Open enrollment is here -- It's time to enroll!
- Email three: There is still time -- Open enrollment ends soon

**One-part email:** Use this if you want to simply drive registration to their virtual health benefits fair

- Email one: Learn more about your health benefits -- register today

**Important:** Make sure to add in the correct virtual health benefits fair registration link (see below), so your employees can access their virtual fair. Upon registration, employees will receive a confirmation email containing event details.

### 3

#### Encourage enrollment:

Remember, this virtual health benefits fair is accessible to employees 24 hours a day, 7 days a week via computer, mobile phone or tablet throughout your open enrollment period. Continue to share the importance of open enrollment across as many means as possible (in-office signage, phone calls, texts, employee microsite/Intranet, social network groups, etc.). This will keep open enrollment front and center for employees to maximize engagement.

## Health benefits fair event registration links



The list below includes registration links for each employee virtual fair. Review it carefully and select the event plan design that matches your benefit offerings. Then, add that link to your employee email communications.

#### Health savings account (HSA) event:

<https://event.on24.com/wcc/r/3344762/2C46BEDBCD26BF53A880440CF59D5B27>

#### Flexible spending account\* (FSA) event:

<https://event.on24.com/wcc/r/3344772/4EDBE0868BB57E45989F7DF0658D8597>

#### HSA + FSA\* event:

<https://event.on24.com/wcc/r/3344777/1C2CD3538C04F01733254D60F925B856>

#### HSA + FSA\* + Commuter event:

<https://event.on24.com/wcc/r/3344734/7E3395790BEDF3A5E893A354CC9D6F3E>

\*Event contains health care, dependent care and limited purpose FSA materials



**Get your open enrollment virtual health benefits fair started today.**

Optum Financial is here and ready to help you make the most your open enrollment season.



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