

Your virtual enrollment fair solution



At Optum Financial, we connect health and finance in ways that no one else can. Transforming how your employees save, spend, invest and pay for health care improves the end-to-end health care experience. It is our goal as your trusted partner to remove your administrative burden so you not only save time and money, but can focus on running your business. We also strive to engage your employees and make them better, more informed health care consumers.

We're pleased to introduce your organization to a virtual health benefits account open enrollment fair. This experience offers a perfect mix of education, technology and convenience that reaches employees in a more compelling way than traditional in-person fairs while also reducing the workload for benefits teams.

What's included

- Secure and centralized virtual fair platform containing industry-leading educational resources
- Accessible content 24/7, during your enrollment window
- Promotional toolkit containing all instructions and communications needed to share this convenient health benefits fair across your organization

**Learn more about your
virtual health benefits
fair solution**

Find everything you
need to get started on
openrollment365.com.

How it works



Promote: Download your promotional toolkit from openenrollment365.com, containing instructions with an event registration link. Insert the link in the emails provided to notify and encourage your employees to attend the virtual fair.



Learn: Upon registering, your employees can access a variety of interactive educational resources like videos, flyers, a webinar and more to learn about their health account features and benefits.



Stay engaged: Employees can download and view on-demand resources at any time via mobile phone, tablet or computer to build and refresh their knowledge.

The benefits



Engaging communications: Our best-in-class resources are designed to make it simple for employees to understand their health benefit account options.



Improved accessibility: Content and resources featured in your virtual benefits fair are always at your employees' fingertips — any time for ALL employees. This is ideal in today's diverse landscape, with more employees working nontraditional hours and in many locations.



Easier administration: For benefits teams, these communications provide unmatched support by both streamlining and improving the open enrollment experience for all involved.

Ready to get started?

To provide this convenient, accessible and easy to implement solution for your upcoming open enrollment, obtain your toolkit on openenrollment365.com.



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Flexible spending accounts (FSAs), dependent care assistance programs (DCAPs), health reimbursement arrangements (HRAs), Commuter and Parking Benefits, Tuition Assistance Plans, Adoption Assistance Plans, Surrogacy Assistance Plans, Wellness Benefits, and Lifestyle Accounts (collectively, "Employer-Sponsored Plans") are administered on behalf of your plan sponsor by ConnectYourCare, LLC, and are subject to eligibility and restrictions. Employer-Sponsored Plans are not individually owned and amounts available under the Employer-Sponsored Plan are not FDIC insured.

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