

Ready for 2025 Open Enrollment? Start Planning Now

The job market remains highly competitive as employers work to attract and retain today's top talent. With the 2025 open enrollment season quickly approaching, employers can develop attractive benefits offerings and proactively communicate with workers to win them over. Early preparation can help show employees they are valued, convince top performers seeking job changes to stay in their current positions and attract new talent.

By starting open enrollment efforts early, employers will have ample time to tailor their benefits offerings and thoughtfully showcase all employee perks. Consider these steps to begin today.

Tailor benefits options.

The job market remains highly competitive as employers work to attract and retain today's top talent. With the 2025 open enrollment season quickly approaching, employers can develop attractive benefits offerings and proactively communicate with workers to win them over. Early preparation can help show employees they are valued, convince top performers seeking job changes to stay in their current positions and attract new talent.



Greater compensation



Mental health resources



Remote or hybrid work environments



Family-building and reproductive health benefits



Flexible or hybrid scheduling



Professional development opportunities



Paid leave policies



Financial wellness resources

Determine key messaging.

After solidifying benefits options, employers need to plan their communication strategies. Key messaging might focus on new or updated benefits offerings, which can incentivize employees to stay in their current positions.

Communicate about benefits.

Employees want more help understanding their options, so employers should share information early, provide educational resources and have multiple communication channels, such as:



Group meetings



Emails



Printouts



One-on-one discussions



Presentations



Videos

Don't worry about communicating too soon about enrollment. Repetitive messaging and reminders increase the odds of employees seeing necessary information and understanding their benefits. Reach out to us for additional open enrollment information and resources.