2020 GROUP OPEN ENROLLMENT MARKET PRACTICES SURVEY

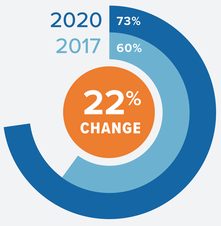
RGA

THE MARKET TODAY

More insurers are using third-party benefit administration technology to handle open enrollments and that is leading to changes in how employers and insurers manage them.

RISE OF BENEFIT ADMINISTRATION PLATFORMS:

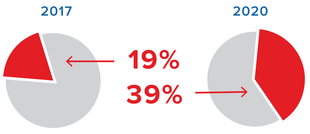
Percentage of employers relying on technology platforms to conduct open enrollments.



WITH MORE TECHNOLOGY, COMES . . .

1. MORE TRACKING

Percentage of companies tracking participation levels before and after enrollment leaps forward.



2. GREATER ENROLLMENT IN NON-TRADITIONAL PRODUCTS

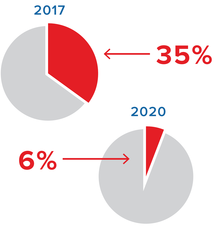
Digitization and lower costs could be contributing to greater awareness of voluntary products and helping increase enrollment in these non-traditional offerings.

PERCENTAGE PARTICIPATION GAINED FROM ADMINISTERING OPEN ENROLLMENTS

- 15% VOLUNTARY ACCIDENT
- 11% VOLUNTARY CRITICAL ILLNESS
- 11% VOLUNTARY SHORT-TERM DISABILITY
- 10% VOLUNTARY HOSPITAL INDEMNITY

3. GREATER TEMPLATING

The percentage of companies requiring a pre-determined increase in participation as a condition of allowing an open enrollment declined across all product lines. This decline could be driven by benefit administration platforms requiring standard offerings to place quotes on their platforms.



SUCCESS FACTORS

MOST EFFECTIVE STRATEGIES

1. Personal enrollments (in person or conference call)
2. Active choice
3. Electronic enrollments

TOP REASONS FOR FAILURES

1. Low group or employer engagement
2. No face-to-face enrollment meetings, relying on passive enrollments
3. Lack of effective communication or lack of robust enrollment campaigns

FOR MORE INFORMATION, CONTACT US