

McGohan Brabender Reimagines Open Enrollment



A new generation of employees requires a new approach to open enrollment management, and McGohan Brabender is leading the way in innovative solutions.

Traditional open enrollment meetings have long been a source of stress for HR departments and employees. With a generational shift in the workforce, the conflicting needs of the exiting Baby Boomers and the expectations of the entering Gen Zers have created new challenges. Recognizing the diversity between a multi-generational workforce's finances, priorities, and needs requires a more personalized and technology-driven strategy to streamline the open enrollment process.

McGohan Brabender is pioneering alternatives to combat these open enrollment challenges. Through extensive research, they've discovered that a one-size-fits-all approach to benefits no longer works and has transformed how open enrollment meetings are held. This transformation is underscored by several key innovative solutions that directly address the pain points associated with the open enrollment process. These solutions simplify meetings for employers and improve benefits engagement among the workforce, marking a significant departure from traditional enrollment.



Their innovative solutions signal a new era for open enrollment, where technology and communication create a more straightforward, more engaging process. They do this through several different methods:

Open Enrollment Meetings

Historically, open enrollment meetings can last for hours, packed with dense information and complex details that overwhelm employers and employees. These marathon meetings often contribute to a lack of understanding and engagement with what benefits are available.

However, McGohan Brabender has developed strategies that reimagine these open enrollment meetings, shifting from lengthy, information-dense sessions to concise, 15-minute engagement meetings that include table sits with personalized Q&A opportunities. Their straightforward approach to simplified presentations and interactive discussions enables employees to understand their benefits options quickly to make more informed decisions

Technology & Communication

As the workforce shifts, so does the way employees receive benefits information. To bridge this information gap, McGohan

Brabender has developed several communication solutions, including their proprietary technologies Xplore, and AccelerateGo!.

With AI-driven capabilities, Xplore is a decision-making tool that helps employers simplify the benefits selection process. It allows employees to enhance their knowledge of available benefits, creating a more personalized and intuitive selection process.

McGohan Brabender also uses its exclusive AccelerateGo! platform to distribute content and streamline communication regarding employee benefits.

This platform allows clients to choose how information is delivered, whether one time or every month, further reducing employee confusion about benefits, improving enrollment rates, and increasing employee engagement.

Learn more about partnering with McGohan Brabender

Partnering with McGohan Brabender gives employers access to personalized employee benefits consulting, innovative plan designs, and customized enrollment support to meet your company's needs. Learn more by visiting www.mcgohanbrabender.com