



# OPEN ENROLLMENT MADE SIMPLE

Davis Vision understands how important benefits can be to an employee and their family. We also know that, without proper tools, it can be challenging for Human Resources executives to communicate that vision benefits are a low cost, high value benefit to their employees.

Recently, our marketing department has begun partnering with clients to drive enrollment and educate employees about the value of vision benefits. This allows our clients to do what they do best, while we communicate what we know best with simple, easy tools that clients can distribute to their employees prior to and during enrollment.

We will develop customized materials specific to the client's employee population to educate the employee on the value of vision benefits, including:

- Vision articles that underscore the importance of an eye examination and early detection of disease.
- Savings tables that illustrate the financial benefit and future savings when you invest in a vision benefit.
- Call-to-action collateral to drive enrollment.

Over the next few months, we will introduce new tools on our Web site that will allow clients to choose from a library of Open Enrollment materials that we can customize and upload to Benefit Manager for your convenience.

Consider the following case study and see how we were able to meet one client's Open Enrollment goals and begin our partnership for better vision!