

Open Enrollment Toolkit

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Start Here

How to use this toolkit:

Everything below is ready to copy, paste, and customize. Anything in **[brackets]** needs your input — dates, links, benefit names, or your own voice. You don't need to use every piece here: pick the messages that fit your OE timeline and channels. Employees are far more likely to act on something they hear more than once.

One thing that makes messaging Maven a little different from your other benefits: **Maven registration doesn't close**. Unlike medical, dental, or vision elections, employees can sign up for Maven any time during the year.* Use your Open Enrollment window as a natural, high-attention moment to remind employees Maven exists and get them registered. Throughout this toolkit, we frame Maven as "a reminder, not a deadline."

Every template is written to work whether Maven is new to your organization this year, has been in place for years, or recently expanded — look for the bracketed options that let you flex the copy either way.

Ready-to-use assets at a glance

Pair these with the copy in this toolkit for a more visual, complete campaign:

- [Open Enrollment one-pagers](#) — a two-minute, employee-facing overview of the Maven benefit. Good for dropping into a benefits guide, intranet page, or attaching directly to an email. Highlight all programs or individual ones.
- [Short copy & email blurbs toolkit](#) — pre-written, bite-sized copy blocks for when you need something shorter than a full email.
- [Digital signage / virtual event slide](#) — a screen-ready design (1920x1080) built for office lobbies, breakrooms, or virtual event waiting rooms, with space for your logo and a direct sign-up link.
- [Live Maven Overview calendar](#) — live, expert-led sessions employees can join and ask questions in real time.

*Maven eligibility varies by employer or health plan. If eligibility is tied to health plan enrollment, it may be worth highlighting Maven as an added benefit to enrolling in your company's health plan.

Kickoff Message

Goal: Announce that Open Enrollment is here and let employees know that Maven is a benefit worth a second look.

Subject line options:

Open enrollment starts [DATE] — here's where to start.

Your benefits window opens [DATE]. Here's what you need to know.

[FIRST NAME],

It's that time of year again — open enrollment — and we're making it easier than ever.

You have [X DAYS] to make your benefits selections for the coming year, and the choices you make now will affect your paycheck, your coverage, and your care for the next 12 months.

Here's what to do before [END DATE]:

- Review your current coverage. Even if nothing's changed in your life, plan options and premiums may have. Give it 10 minutes.
- Check out what's new and don't forget about Maven — available to you and your family for fertility, pregnancy, parenting, menopause, and more.
- Make your selections. Log in at [PORTAL LINK] and confirm your choices before [DEADLINE]. If you miss the window, you'll wait until next year's open enrollment unless you have a qualifying life event.

A hidden benefit gem: Maven is one of the few benefits in your package that doesn't have an enrollment deadline — you can register any time, all year. It's there when you need it, but only if you sign up.

Questions? [CONTACT NAME] is your go-to. Or find us at [OFFICE HOURS / SLACK CHANNEL / BENEFITS FAIR DETAILS].

Quick-copy version:

It's that time of year again: Open enrollment. You have until [DATE] to make your benefit selections for next year. Log in at [PORTAL LINK] to lock in your coverage, and don't forget about Maven, your women's and family health benefit. Sign up at mavenclinic.com/join/oe-season and reach out to support@mavenclinic.com with questions.

Benefits Overview

Goal: Give employees a clear, concise breakdown of what's available to them, with Maven alongside their core medical, dental, and vision choices.

Subject line options:

- You have [X] days left to enroll in benefits for 2027. Here's a 5-minute checklist.
- Have you made your benefit selections for 2027 yet?

Formatted version:

Open enrollment is halfway through. If you've already made your selections, you're done. If you haven't, here's what to do:

Step 1: Log in at [PORTAL LINK].

Step 2: Select your medical plan. If you're unsure, the [BENEFITS GUIDE] will help.

Step 3: Review your add-ons — dental, vision, FSA/HSA — and don't skip **Maven**, your women's and family health benefit. Unlike the plans above, you don't need to select it during this window — you can register any time at mavenclinic.com/join/oe-season.

Step 4: Submit. You'll get a confirmation email.

The whole thing takes about 15 minutes. You have until [DATE] to make your other benefit selections.

Want the full rundown on what Maven covers? Register for a [Live Maven Overview](#) to hear from Maven's team directly.

[SIGNATURE]

Quick-copy version:

Open enrollment for 2027 benefits closes [DATE]. Log in at [PORTAL LINK] — it takes about 15 minutes. While you're in there, don't forget Maven: it covers fertility, pregnancy, parenting, menopause, and more, and registration stays open year-round at mavenclinic.com/join/oe-season.

What's Changing

Goal: Flexible copy depending on your situation — use whichever framing fits: Maven is brand new, Maven expanded, or Maven is staying exactly the same (which is also worth celebrating).

Subject line options:

- Before you enroll: what's changing for 2027
- What's changing in your 2027 benefits (and what's not)

Formatted version:

[FIRST NAME],

Open enrollment for 2027 benefits is open now through [DATE]. Before you log in, here's what's different from last year:

What's changing:

- [CHANGE 1 — e.g., Premiums for the PPO plan are increasing by X%]
- [CHANGE 2 — e.g., New carrier for dental coverage]
- *We've added Maven — covering fertility, pregnancy, parenting, menopause, and more, available to you and your family. Register here: mavenclinic.com/join/oe-season*

What's staying the same:

- [e.g., Your current plan tiers and coverage levels]
- *Maven remains available to you and your family, with no enrollment deadline — you can register any time here: mavenclinic.com/join/oe-season*

Why this matters: If you don't actively enroll, you'll be defaulted into [PLAN], which may not match your needs. Take a few minutes to review your options before you select: [PORTAL LINK]

Questions about what changed or what's right for you? Reach out to [EMAIL OR TEAM].

[SIGNATURE]

Quick-copy version:

2027 benefits enrollment is open. Key changes: [CHANGE 1], [CHANGE 2], and Maven for women's and family health. Review your options and enroll by [DATE]: [PORTAL LINK]. Maven registration has no deadline: mavenclinic.com/join/oe-season

Get the Word Out

Goal: Open enrollment messaging works best when employees see it more than once, in more than one place. Use these short-form templates to reinforce your email campaign across Slack/Teams, your intranet, and physical or virtual screens.

Slack / Teams messages

Launch announcement (~50 words, send Day 1 of OE)

Open enrollment for 2027 benefits starts today. You have until **[DATE]** to make your benefits selections. Log in here: [PORTAL LINK] Don't forget: your Maven benefit is also available — covering fertility, pregnancy, parenting, menopause, and more. No deadline to register: mavenclinic.com/join/oe-season.

Midpoint nudge (~40 words, send Week 2, plain text)

Halfway through open enrollment. Have you made your 2027 benefit selections yet? You have until **[DATE]**. It takes about 15 minutes. Log in: [PORTAL LINK] P.S. Maven registration never closes — sign up whenever works for you: mavenclinic.com/join/oe-season.

Pin-this message (pin to #announcements or #hr-benefits for the full OE window)

OPEN ENROLLMENT IS HERE. Make your benefit selections for 2027 now. Deadline: **[DATE]**
| Portal: [LINK] | Maven (no deadline): mavenclinic.com/join/oe-season.

Get the Word Out

Intranet

Headline: Open Enrollment is Starting — Here's How to Enroll in Benefits for 2027

Subheadline: Make your selections by 2027 — and don't forget Maven, which you can register for any time.

Open enrollment is your annual opportunity to review and update your benefits coverage. This year, selections for medical, dental, and vision must be made by **[DATE]**.

What's new this year

- [BENEFIT NAME]: [Brief description]
- Maven, covering fertility, pregnancy, parenting, menopause, and more — no enrollment deadline: mavenclinic.com/join/oe-season

How to enroll

1. Log in at [PORTAL LINK]
2. Review your current coverage and any new options
3. Confirm your selections before [DATE]
4. Register for Maven any time at mavenclinic.com/join/oe-season

Key dates

- Enrollment opens: [DATE]
- [Live Maven Overviews: October 13, October 14, October 20, October 22](#)
- Enrollment closes: [DATE]
- Coverage effective: [DATE]

Questions? Visit [INTRANET FAQ PAGE LINK] or contact [NAME] at [EMAIL].

Digital Maven signage / office & virtual screens

Use the [2027 OE Slide](#) design on lobby TVs, breakroom screens, or as a waiting-room slide during virtual benefits fairs. It's built at 1920x1080, includes space for your logo, and links directly to Maven registration — export as PDF to preserve the clickable link, or as PNG/JPG for a static screen loop.

Equip Managers

Goal: Employees ask their managers questions before they ask HR. Managers don't need to be benefits experts — they just need enough to point people in the right direction.

Open Enrollment 2026— Manager Talking Points (*one page, for team meetings or 1:1s during the enrollment window*)

Key dates

- Enrollment opens: [DATE]
- Enrollment closes: [DATE]
- Coverage effective: [DATE]

Top benefits to mention

1. [BENEFIT NAME] — [one sentence]
2. [BENEFIT NAME] — [one sentence]
3. **Maven** — covers fertility, pregnancy, parenting, and menopause support, available to employees and their spouse or partner starting day one. No referral needed, and registration doesn't expire when open enrollment closes.

How to respond to common questions

"I'm not sure which plan to choose." → "The plan comparison tool at [LINK] walks you through it. If you're still stuck, contact [HR CONTACT]."

"Do I need to sign up for Maven during open enrollment?" → "No — Maven isn't tied to the open enrollment deadline. You can register any time at mavenclinic.com/join/oe-season

"What's new this year?" → "[Mention any new benefits from HR's briefing.] For the full list, see [INTRANET LINK]."

Where to send employees

- Intranet page: [LINK]
- Benefits portal: [LINK]
- Maven registration: mavenclinic.com/join/oe-season
- HR contact: [NAME, EMAIL]
- Slack channel: [#hr-benefits]

Best practice: More detailed, program-specific manager guides (for talking about Maven's individual programs — fertility, maternity, parenting, menopause, and more) are available on the Employer Resource Hub. The easiest lift is directing members to reach out to support@mavenclinic.com directly with any questions, or to join a live [Maven Program Overview webinar](#).

How to Sign Up for Maven

Goal: Because Maven registration isn't tied to your benefits portal or OE deadline, employees may need a separate, simple walkthrough — not buried inside your general "how to use the portal" instructions.

Subject line options:

- Here's how to sign up for Maven — takes about 2 minutes
- Your Maven benefit is ready. Here's how to register.

Formatted version:

[FIRST NAME],

Unlike your medical, dental, and vision elections, signing up for Maven doesn't require you to do anything during open enrollment — you can register any time, and it's still free for you and your spouse or partner. Here's how:

Step 1 — Go to your registration link: mavenclinic.com/join/oe-season. Sign-up using your personal email address and verify your eligibility when prompted.

Step 2 — Create your account. Takes about 2 minutes. You'll be asked a few quick questions to personalize your care team recommendations.

Step 3 — Explore your care options. Once you're in, you can message a provider, book a virtual visit, or browse Maven's programs

Step 4 — Not ready yet? No problem. There's no deadline. Come back whenever you need it — during a life event, a question at 2am, or just to see what's available.

Want a guided walkthrough instead? Join a [Live Maven Overview](#) — a live, expert-led session where you can ask questions in real time.

Questions? Reach out to support@mavenclinic.com

Quick-copy version:

Signing up for Maven takes about 2 minutes and there's no deadline — do it now or whenever you need women's and family health support. Register at mavenclinic.com/join/oe-season or join a [Live Maven Overview](#) to see it in action first.

Beyond Open Enrollment

Goal: Open enrollment is the biggest spotlight moment of the year, but Maven awareness shouldn't end when the window closes. A few lightweight, year-round touchpoints keep utilization climbing.

New hire onboarding (Day 1): Add a Maven line to your new hire welcome email — "Maven is available to you starting today, covering fertility, pregnancy, parenting, menopause, and more. Register at mavenclinic.com/join/oe-season and meet with a Care Advocate to get started." New hires who join outside your OE window still need this introduction.

Q4 pre-OE prep nudge (~6-8 weeks before next year's open enrollment):

Subject: Open enrollment is coming — here's how to prepare

[FIRST NAME], open enrollment opens in [X WEEKS]. Before you get there, it's worth thinking about what's working and what isn't in your current coverage — including whether you've activated benefits like Maven that don't require annual re-enrollment. If you haven't registered yet, now's a good time: mavenclinic.com/join/oe-season

Awareness-month example (adapt to any relevant month on your calendar):

Slack/Teams: This week is [National Infertility Awareness Week / Menopause Awareness Month / etc.]. If you or someone you know is navigating this, your Maven benefit includes confidential, clinical support available from day one — no referral needed. mavenclinic.com/join/oe-season

More year-round templates — including a full awareness-moments calendar, quarterly utilization nudges, and life-event trigger emails (pregnancy announcements, return from leave, adoption/surrogacy) — are available through your Client Success Manager or Client Resources team on the evergreen [Employer Resource Hub](#).

Maven FAQ

Do I need to sign up for Maven during open enrollment? No. Maven registration isn't tied to your open enrollment deadline — you can sign up any time during the year, at no cost to you.

Is Maven the same as choosing a health plan? No. Maven is a separate benefit that works alongside your medical, dental, and vision coverage — it doesn't replace or require you to change your existing plan elections.

What does Maven cover? Maven is a virtual clinic for women's and family health. Register at mavenclinic.com/join/oe-season and meet with a Care Advocate to get started.

Is my use of Maven confidential? Yes. Maven is confidential — your use of the benefit is not shared with your employer.

What if I miss the open enrollment deadline? You can register for Maven at any time of year, if you are eligible under your employer or health plan's criteria.

How do I get help choosing what's right for me? Register at mavenclinic.com/join/oe-season and meet with a Care Advocate to begin your journey on Maven. Or, join a [Live Maven Overview](#) to learn more about what kind of care is available and ask questions live before joining.