

Engaging, Easy-to-Read Enrollment Guides



When it comes to Open Enrollment, many of your clients want enrollment guides that are professionally written and designed without breaking their budget. Implico offers four enrollment guide options when you select one of our Allegro Design Series™ layouts from our design library.

Guide Options

Here's an overview of our enrollment guide options, the associated costs and how the process works. You can review what is covered or not covered, including content alternatives (our Best Practice content, the client's current guide content or a hybrid of the two), design/redesign, number of drafts, images and more.



Express | Cost: \$1,500

This is our most cost-effective option. You provide the approved plan details — including premium rates and other plan specifics — and we will incorporate those details into our Best Practice content. Your client selects one of our Allegro Design Series layouts, and we will include their logo on the cover.

INCLUDED

- Choice of Allegro Design Series layout with client's logo applied
- Best Practice content - Approved contents provided by client, layout ready.
- Up to three drafts: Drafts 1: Broker review; Drafts 2: Client review; Draft 3: Final review and approval

NOT INCLUDED

- Custom copywriting
- Adding pages not shown in the design template
- Image changes
- Reordering or deleting pages
- Redesign

ESTIMATED TIMELINE

- One to four weeks



Best Practice | Cost: \$3,000

Your client selects one of our Allegro Design Series layouts, and we apply the client's branding to the existing cover and page design. You have a choice of using our professionally written Best Practice content or using the client's current guide content with updated plan details.

INCLUDED

- Choice of Allegro Design Series layout with client's logo and branding applied
- Best Practice content - created by Implico Communicatons
- Up to two rounds of image changes using client-provided, high-res images
- One round of redesign edits to interior pages (in first draft only)
- Up to six drafts: 1-3: Broker review; Drafts 4-5: Client review; Draft 6: Final review and approval

NOT INCLUDED

- Adding additional content after the first draft
- Reordering or deleting pages after the first draft
- Redesign after the first draft

ESTIMATED TIMELINE

- One to four weeks



Semi-Custom | Cost: \$3,500

Your client may select one of our Allegro Design Series layouts, or we will create a custom cover and pair it with the interior from one of our Allegro Design Series layouts. You have a choice of using our professionally written Best Practice content, using the client's current guide content with updated plan details or using a hybrid of the two. This option includes the flexibility to further customize the guide by reordering, adding or removing pages.

INCLUDED

- Choice of Allegro Design Series layout with client's logo and branding applied **OR** custom cover with Allegro Design Series interior layout with client's logo and branding applied
- Best Practice content, client's existing guide content **OR** a combination of Best Practice content with client's existing guide content
- Up to two rounds of image changes using client-provided, high-res images
- Up to two rounds of redesign edits to interior pages
- Up to eight drafts: Drafts 1-4: Broker review; Drafts 5-7: Client review; Draft 8: Final review and approval

NOT INCLUDED

- Reordering or deleting pages after the first two drafts
- Redesign after the first two drafts

ESTIMATED TIMELINE

- Two to four weeks



Custom | Cost: \$5,000

This is our most flexible option, which allows for customization of the design and content using the client's branding and design preferences. We will provide up to three graphic treatments (cover and interior layout) to choose from and three rounds of edits to refine the selected layout. You have a choice of using our professionally written Best Practice content, using the client's current guide content with updated plan details or using a hybrid of the two.

INCLUDED

- Custom cover with client's logo and branding applied
- Custom interior design
- Best Practice content, client's existing guide content **OR** a combination of Best Practice content with client's existing guide content
- Image replacements as needed
- Up to three rounds of redesign edits to interior pages
- Up to 12 drafts: Drafts 1–5: Broker review; Drafts 6–11: Client review; Draft 12: Final review and approval

NOT INCLUDED

- Custom writing

ESTIMATED TIMELINE

- Three to five weeks

Our Express Guide Option

Our Express Guide option is designed for those clients on a tight budget. Developed around a job share philosophy, you provide the plan details by completing the charts, and we provide back our Best Practice guide for half of the cost (\$1,500).

Divisional Guides

We can make minor changes to your main enrollment guide to create additional versions for new hires or different employee groups (salaried, hourly, etc.) for \$850 each.



Open Enrollment Benefit Campaigns

Effective communication campaigns rely on a multi-channel strategy. The good news is that a plan doesn't have to be complicated, and our packages take the guesswork out of the equation. A good strategy also includes messaging that will help capture attention. With our packages, you can create a recognizable and consistent look and feel for your communications by branding your benefits program.



Happy | Starting at \$3,650

Great for clients who need minimal assistance with their Open Enrollment communications plan - no major changes to plan design, just need to create an awareness that now is the time to make changes

Package Includes:

- Guide
- Postcard



Happier | Starting at \$5,450

When your client's needs go beyond just announcing that Open Enrollment is coming, they will be happier with this package.

Package Includes:

- Our Pro+ Guide
- Postcard
- Poster/Flyer
- PPT Template
- Email Header/Footer



Happiest | Starting at \$7,450

In the world of post-Covid communications, employees expect more. This communications package will make everyone happiest of all.

Package Includes:

- Our Pro+ Guide
- Postcard
- Poster/Flyer
- PPT Open Enrollment Presentation
- Email Header/Footer
- Open Enrollment Newsletter
- Benefits-at-a-Glance (BAAG)

