

ENGAGEMENT

Summit Signal™

A steady, targeted drumbeat of benefits communication — running all year, not just at enrollment.

Most benefits communication happens once a year, in a rush, right before enrollment closes — and then goes quiet for the other eleven months. Summit Signal keeps a steady, targeted drumbeat running year-round, so by the time enrollment opens, employees are already paying attention instead of starting from zero.

THE YEAR-ROUND CADENCE

Pre-Enrollment	Early awareness messages — what's changing, what to expect, and when the window opens.
Open Enrollment	Deadline reminders and plain-language nudges timed to when people actually check messages.
Post-Enrollment	Confirmation follow-ups and a reminder of where to go with questions.
Mid-Year	Light-touch reminders — HSA/FSA balances, preventive care, benefits people forget they have.
Life Events	Prompts triggered by real changes as they happen, not a fixed calendar.

WHERE MESSAGES SHOW UP

Email

Primary channel for detailed updates and enrollment reminders.

Text

Short, timely nudges for deadlines and quick actions.

Print

Physical reminders for distributed or non-desk workforces.

Intranet & Portal

Always-on messaging embedded where employees already look.

WHAT MAKES IT DIFFERENT

- ☐ Built to **reinforce, not duplicate**, what HR and brokers already send
- ☐ Timed to **when people actually engage**, not a fixed broadcast schedule
- ☐ **No extra work for HR** — cadence runs in the background
- ☐ Messaging **tailored to the plan lineup**, not generic reminders

Actual channels and cadence are set per employer and may vary based on plan design and existing communication tools.