

Here are a few **tips to drive engagement** with your decision-support tool

You're licensing Flimp Decisions, formerly known as PLANselect, for your workforce. Excellent, but they're not just going to start flocking to the site. You have to introduce this decision-support tool to them and explain why it's in their best interest to use it. Flimp clients typically get **about 60%–65% engagement** when it's supported with communications from the employer.

Our best advice is simple and universal: Announce it early and remind them often.



Promote the Tool with a Digital Postcard

One of the most effective ways to introduce the tool to employees is with a Digital Postcard. Flimp offers a **free Flimp Decisions Digital Postcard, flyer, or video** to licensees to share with their employees.

These pieces describe the **benefits of using the tool** and feature our **employee-intro video** with a **direct link to your company-branded tool**. Ask your project manager for details.

Key Points to Highlight in Your Messaging

- This tool is designed to help you save money on your healthcare coverage
- It only takes a few minutes to complete
- It doesn't require any personal information or medical history
- The recommendations are unbiased and based on your needs and the needs of your covered family
- Videos are available throughout the tool in case you have questions or want to learn more
- And, if you prefer Spanish, Flimp Decisions has a built-in Spanish version

Digital Postcard



Video



Flyer



Click thumbnails to view live examples

Other Ways to Encourage Usage

- Embed the link directly into your enrollment system (typically in free text space near medical plan selection)
- Send the link by text message – ask us about Flimp Connect
- Create a poster with a QR code linked to the tool and hang it in your breakroom or other common area
- Make it available two weeks before open enrollment
- Review the tool at an open enrollment meeting
- Send a reminder two weeks before the end of open enrollment
- Host an honor-system raffle for gift cards or other prizes for employees using the tool
- Encourage new hires to use it when enrolling in benefits – Digital Postcards are a great way to onboard new employees



Tell Us What Worked for You

Did you get high engagement? How did you do it? We'd love to know so we can share that advice with other clients.



What Are Your Employees Saying About Flimp Decisions?

Did you get feedback from employees? We'd appreciate if you'd pass that along—positive or negative—to help us improve the platform.

**Have
Questions?**

The Flimp Decisions Team Is Here to Help

Peter Fournier
peter@flimp.net
617-933-9733
508-280-1693 mobile
Schedule a meeting with Peter

Natalie Macy
natalie.m@flimp.net
956-525-4260