



# 2-Minute Tuesdays Employer Resource Guide

2  
MINUTE  
TUESDAYS

Open enrollment can be a challenging time for employees and HR/benefits staff. Our 2-Minute Tuesdays email campaign can make it easier.

Over the next couple of months, we'll send you a series of five emails—four of them containing links to emails you can easily send out to employees. Sound complicated? Don't worry. We've made it easy.

## Here's What to Expect.



### WEEK #1 EMAIL

Next week, you'll receive the week #1 email, which includes an easy-to-use download of an email for your employees. Simply click on the link to download it.

This email focuses on open enrollment and includes links to a helpful health savings account, flexible spending account and health reimbursement arrangement (HSA/FSA/HRA) Comparison Grid. It also includes a link to [healthsavingscheckup.com](http://healthsavingscheckup.com), a great source for figuring out how much each person might need to save for medical expenses during retirement.



### WEEK #2 EMAIL

This week's email illustrates the importance of saving for health-related expenses. We'll include links to three hypothetical stories:

- Steve Opens an HSA
- Pete Combines Health Accounts (HSA and FSA)
- Julie's HRA Helps Pay for Medical Expenses (HRA)

Choose the email that works for you, based on which product you're offering to employees.





### WEEK #3 EMAIL

Our research into The 5 Stages of Health Saving and Spending identifies DECIDE as the first stage. This week's email addresses employees' initial question: Is an HSA, FSA or HRA right for me? Choose the email that works for you, based on which product you're offering to employees. Links include:

- 2-Minute video: What is an HSA?
- FSA Enrollment Brochure
- Health Reimbursement Accounts Brochure



### WEEK #4 EMAIL

The 5 Stages of Health Saving and Spending identifies USE as the second stage. That's when employees have opened an account, but haven't put it to work yet. This week's email encourages them to start funding and using their accounts.

Choose the email that works for you, based on which product you're offering to employees. Links include:

- 2-Minute video: Paying with an HSA
- 2-Minute video: Making Deposits into Your HSA
- FSA Eligible/Ineligible Expense List



### WEEK #5 EMAIL

Congratulations! When you receive this email, you'll have completed the 2-Minute Tuesdays program and delivered all four emails to your employees. Take a short survey; we welcome your feedback.



11000 Optum Circle, Eden Prairie, MN 55344

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