



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 a link to a helpful online tool. Our Health Savings Account Calculator can help your employees figure out their maximum contribution, estimate their tax savings with an HSA and see how their savings may grow over time.



WEEK #2 EMAIL

This week's email illustrates the importance of saving for health-related expenses. We'll include a link to a hypothetical story your employees may relate to:

- Steve Opens an HSA





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 a health savings account (HSA) right for me? The email includes a link to:

- 2-Minute video: What is an HSA?



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.

The email includes a link to:

- 2-Minute video: Paying with an HSA
- 2-Minute video: Making Deposits into Your HSA



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.