INTRODUCTION EMAIL #1

Subject Line Welcome to your first Two Minute Answers

HEADLINE **HELLO, HSAs**

BODY COPY

OVERVIEW Open enrollment can be a confusing time. There are a lot of decisions to make — and a lot of terms to understand, like “HSA” health savings account.

That’s where Two Minute Answers come in. The goal is to help you learn about health savings accounts (HSAs), from what they are to the value they bring.

CTA BUTTON **Watch video** [<http://cdn-aem.optum.com/content/dam/optum/consumer-activation/unknown/17062A-OPT-CSG-WhatIsAnHSA_540p.mp4>]

SEPARATE SECTION

SUBHEAD **Here’s more about what you’ll learn**

ICON 1 **Overview**

Learn about the purpose of an HSA, how to use it and how it works.

ICON 2 **Qualified Expenses**

Study up on which medical expenses your HSA funds can help cover.

ICON 3 **Eligibility**

Find out how to qualify for an HSA — and who qualifies to use HSA funds.

CTA BUTTON **Watch now** [<http://cdn-aem.optum.com/content/dam/optum/consumer-activation/unknown/17062A-OPT-CSG-WhatIsAnHSA_540p.mp4>]

CLOSING SUB **Want more information on HSAs?**

CTA BUTTON **optumbank.com** [link to optumbank.com]

DISC

Health savings accounts (HSAs) are individual accounts offered or administered by Optum Bank®, Member FDIC, and are subject to eligibility requirements and restrictions on deposits and withdrawals to avoid IRS penalties. State taxes may apply. Fees may reduce earnings on account. The content of this communication is not intended as legal or tax advice.

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