B2C –EMAIL #4 (Employee)

Subject Line A Two Minute Answer for taxes

HEADLINE **TAX INFO MADE EASY**

BODY COPY

OVERVIEW There are many benefits that come with health savings accounts (HSAs). Learn about the three ways you can save on taxes and what you’ll need to do.

CTA BUTTON **Watch now** [<http://cdn-aem.optum.com/content/dam/optum/consumer-activation/PR1557/17062D-OPT-CSG_Taxes_540p.mp4>]

SEPARATE SECTION

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

ICON 1 **Ways to save**

 Learn about the tax benefits an HSA can offer.

ICON 2 **Forms and more**

Find out which forms and information you’ll need for tax purposes.

ICON 3 **Tips**

Get tips on HSA rules, which may vary based on where you live.

CTA BUTTON **Watch now** [<http://cdn-aem.optum.com/content/dam/optum/consumer-activation/PR1557/17062D-OPT-CSG_Taxes_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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