# **OE Toolkit Email Templates**

## **Health Savings Accounts**

These email templates will help you communicate the benefits of enrolling in a Health Savings Account to your eligible employees. Send one email once a week for 3 weeks prior to open enrollment. Remove or update any text in red. Resources can be found in the [OE Toolkit](https://www.wexbenefitsyou.com/openenrollment/).

### **Email 1**

Subject line: What is an HSA and why should you enroll?

Hello.

The tax free money you put into a health savings account (HSA) rolls over from year to year — no “use it or lose it!” [Watch this short video](https://www.screencast.com/t/34EbI4Z2ej) on HSAs and learn why you should enroll in one this year.

To be eligible, you must be enrolled in a high-deductible health plan [insert applicable medical plan names here]. <Include if applicable: We will help you get your health savings started by contributing $$ per YYYY. Consider this “free money” you can use on eligible healthcare expenses! >

You can enroll in an HSA during open enrollment [Insert open enrollment dates].

Sincerely,

### **Email 2**

Subject line: Consider enrolling in an HSA

Hello.

Consider enrolling in a health savings account (HSA). Using an HSA helps you save money on medical expenses. HSAs are easy to use; you are also able to use your HSA as a way to grow your funds over time through investments.

Looking for another perk with the HSA? The account is yours; it goes with you even if you change jobs or retire. [Review this HSA handout](https://go.wexbenefitsyou.com/wex-hsa-handout) to see how you can benefit from an HSA.

Don’t forget to enroll during your open enrollment window.

[Insert dates for open enrollment here along with other pertinent OE information.]

Sincerely,

###

### **Email 3**

Subject line: Save money with an HSA

Hello.

Having a health savings account (HSA) is as easy as swiping your WEX debit card at the point of purchase. By setting aside pre-tax money in an HSA, you save on every eligible healthcare purchase!

Not sure what expenses are eligible? Use the expense scanner in the WEX Benefits Mobile App or by using this [eligible expense list](https://www.wexinc.com/insights/benefits-toolkit/eligible-expenses/). The app is an easy way to check your HSA balance or review your HSA investment funds.

Review and elect an HSA during open enrollment [Insert open enrollment dates].

Sincerely,