Email 1: Prior to Registration

Dear Employees,

With the current crisis of COVID-19, we are looking into many avenues where we can cut costs without cutting any jobs. As health insurance is one of our top expenses at (COMPANY NAME), we are looking at ways to repurpose our healthcare budget without impacting the quality of care or coverage. In fact, we want to provide even better benefits!

But to do so, we need your help.

In order to look at alternative health plan options, our external Benefit Advisor needs to prepare a risk assessment and cost analysis of our current medical plan. With that data, they can help us customize a new benefits package, based on the specific medical needs of all of our employees and their families.

Due to the size of our organization, financial reports detailing how much money is actually spent on medical care or the types of treatments needed, are not provided to us but this data is required to develop a more robust health plan.

This is where every employee’s participation is vital, as every employee on the health plan receives electronic statements from your insurance carrier, called an Explanation of Benefits. These can be accessed via the member portal of your health plan’s website. Our Benefit Advisor has an online data retrieval tool, that allows you to login to your member portal and grant access to these statements, which then adds the information to an online database for analysis.

None of your personal information is ever shared with us or any other any employee at (COMPANY NAME), only aggregate reports in accordance with HIPAA, and your information is always stored securely.

With your help, along with your fellow colleagues, we can take control of our own healthcare requirements and begin the New Year with a custom benefit plan, providing everyone the very best coverage and with less out of pocket expenses to you and your family.

You will receive an email from (NAME OF AGENCY) with instructions on how to login. The entire process only takes a few minutes and we ask you to please complete the registration by (DATE).

If you need any assistance, please contact (NAME AND CONTACT INFO). Thank you again for your support and participation. Better benefits are on the way!

Sincerely,

CEO / Owner / Management

Email 2: Prior to Registration

Dear Employees,

We care about each one of you and want you to receive the very best medical care and employee benefits. However, when it comes to the cost of providing care, insurance rates continue to climb and up until now, we’ve had little control over that.

There is a better way to provide you and your family much better benefits at a lower cost, but we’re going to need every employees’ help to make it work.

In order to customize a benefit plan specifically for you and your colleagues, we need to know our risk. That means seeing what our insurance carrier has been spending on actual medical claims. To do that, we’re asking our employees to share their “Explanation of Benefits” or EOBs with our external Benefit Advisor who will act as an intermediary.

Your statements can be provided electronically, by logging into a Claims Retrieval Software tool, provided by our Benefit Advisor (NAME of AGENCY), and using your Username and Password for your health plan’s member portal.

Don't worry, we will not receive any of your personal information. Your privacy is extremely important to us and your information will be kept confidential and secured in accordance with the Health Insurance and Portability and Accountability Act (HIPAA).

You will receive an enrollment email from (ROVER OR NAME OF AGENCY) within the next few days. Please make sure to create a Username and Password to our health plan’s member portal, (LINK HERE) if you haven’t already.

Once you receive the enrollment email, we ask for you to please complete the claims retrieval process by (DATE HERE).

If you have any questions, please contact (NAME AND CONTACT INFO).

Thank you,

CEO / Owner / Management