

Meet ALEX®

ALEX is an online tool that helps you select the best benefit plan for you and your family. When you talk to ALEX you'll be asked a few questions about your health care needs, and then ALEX will crunch some numbers, and point out what makes the most sense for you. And anything you tell ALEX remains between the two of you, so don't be afraid to really let loose about that weird tooth thing.

How long will this take?

Most users spend about 7 minutes with ALEX, but it really just depends how much guidance you'd like. And, if you set up an ALEX ID, ALEX can even save your place, so you can leave to get some peanut brittle and then pick up right where you left off.

Can I use ALEX on my phone?

Oh yeah. ALEX is optimized for any device you've got.

Can I trust ALEX with my secrets?

Yes! Your ALEX experience is totally private and secure.



How should I prepare?

You don't need to do much of anything. ALEX will ask you to estimate what type of medical care you might need this year (doctors visits, surgeries, ER visits, prescriptions, etc.), so you may want to tally those up and talk to your family about their needs, but ALEX can also help you come up with some estimates.

How does ALEX know what plan is best for me?

ALEX takes the amount each plan would cost you out of your paycheck (your premium) and adds that to the amount it would cost for the services you said you might use. Then he'll recommend the least expensive plan for your needs.

Get started at <sampleurl.com>



YOUR LOGO HERE

Let's get started with Open Enrollment

It's time for Open Enrollment. We know, we know – you're not thinking about your benefits today. (We promise it won't take long and has the potential to save you money!)

It begins on <DATE> and ends on <DATE>. To make sure your open enrollment process goes as smoothly as possible, we've provided the following checklist:

1. Mark Your Calendar

You won't want to miss the enrollment deadline. If you aren't able to enroll by <TIME> on <DATE> then—well, let's just say, everything gets very, very complicated.

2. Review Your Options with ALEX®

ALEX walks you through the process of picking your best benefits, and provides easy- to-understand explanations for any questions you might have along the way.



Before you enroll, visit ALEX at <sampleURL.com>.

3. Enroll Online

When you're ready to make your decisions, access our enrollment system at <ENROLLMENT SYSTEM URL/PORTAL INSTRUCTIONS>.

**If you have any additional questions, reach out at
<PROVIDE WEBSITE RESOURCES or TELEPHONE SUPPORT NUMBER HERE.>**

Your benefits are waiting for you.



ALEX®, the official <COMPANY NAME> benefits counselor, walks you through the process of picking your best benefits, and provides easy-to-understand explanations for any questions you might have along the way.

You'll receive personalized, confidential benefits guidance, which you can access on any computer, tablet, or smartphone. Before you make your enrollment decisions, let ALEX help you find the plans that make the most sense for you.

QR CODE HERE

Visit ALEX During Open Enrollment from

<DATE> to <DATE>

at <sampleURL.com>

After you visit ALEX, you can enroll online at

EnrollmentSystemURL.com



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It's been a year.



Did you know that half of all full-time, benefits-eligible employees say making health insurance decisions is always ***very stressful*** for them?

To make sure everyone has a stress-free open enrollment this year—and to help you avoid getting tied up with open enrollment questions—we'd like you to let your team know about our new virtual benefits counselor, ALEX®.



- Personalized Benefits Guidance
- Confidential Support
- Works on Any Computer, Smartphone, or Tablet

Help your team during open enrollment by sending them to sampleURL.com



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