

Open Enrollment Email Sequence: With ALEX

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Email #1

Subject Line: Open enrollment is almost here

Hi everybody,

Our Open Enrollment period for benefits selection is right around the corner. It begins on <DATE> and ends on <DATE>.

Open enrollment is a great time to reassess your own needs, find ways to maximize your benefits usage, and save where you can.

If you want to find the perfect plan for you, or you have questions about how your insurance works, you can get help from our online Benefits Counselor, ALEX®.

Here are three important things to know about ALEX:

1. **It's personalized**, so you can see which plan makes the most sense for YOU, not your coworkers, or your boss, or even me, your local benefits genius.
2. **It's fun to use**. There's no boring insurance jargon or complicated legal jibber-jabber.
3. **It's confidential**, so you can get the guidance you need without revealing all of your fascinating secrets.

You can discover your lowest-cost, best-coverage health plan option—or see if your current plan choice is the best one for you—from any computer, tablet, or smartphone at <URL.com>.

Sincerely,

<YOUR SIGNATURE>

Email #2

Subject Line: It's time for open enrollment!

Hi everybody,

Today marks the start of our benefits open enrollment period. As a reminder, this is the one time of year when you can make changes to your health insurance plans. If you've had any health, family or financial changes this year, this is also a good time to review your current benefits and make sure they're still the best option for you.

The deadline to enroll in benefits is [<DATE>](#). Those who do not enroll by this date will not receive benefits for the 2022 calendar year.

A few things you should know:

(Add 3-5 important announcements here.)

- Ex: We're working with a new dental claims administrator this year
- Ex: We've added a second vision plan
- Ex: We've made changes to how we're going to distribute the 401(k) match this year

Get help making your decisions:

ALEX, our benefits engagement tool, is available 24/7 online to help you choose the right benefits for you and your family. It's personalized to your needs, and it's confidential. Check it out: [<LINK>](#)

And finally, enroll here: [<LINK>](#)

Questions? Email us at [<EMAIL>](#), set up a time to talk or check out our benefits guide here [<LINK>](#).

Sincerely,

[<YOUR SIGNATURE>](#)

Email #3

Subject Line: Open enrollment ends <DATE>—have you enrolled yet?

Hi, everybody,

We just wanted to remind you that the open enrollment window will be closing on <DATE>. Those who do not enroll by this date will not receive benefits for the 2023 calendar year.

If you've already made your decisions, and are confident with your choices, you have nothing left to do. If you haven't completed the enrollment process yet, or if you're not sure about the options you've chosen, you might find talking to ALEX® Benefits Counselor very helpful.

Remember, ALEX can:

1. **Find your lowest-cost health plan options**, so you don't have too much money coming out of your paycheck for premiums.
2. **Explain how everything works**. If your eyes glaze over the second you hear the word "deductible," ALEX is for you.
3. **Simplify the decision-making process** by asking you about your needs and providing personalized recommendations.

We want you to be happy with your health insurance, so please take a moment to visit ALEX® at [URL.com](#).

Here's where to enroll once you've decided which benefits work best for you: [LINK](#)

And as always, please feel free to reach out with questions at [EMAIL](#), or set up a time to talk.

Sincerely,

<YOUR SIGNATURE>

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Open enrollment is a great time to reassess your own needs, find ways to maximize your benefits usage, and save where you can.

If you want to find that perfect plan, or you have questions about how your insurance works, take a look at the resources below:

1. <COMPANY NAME> Benefits guide: <LINK>
2. Open enrollment FAQs: <LINK>
3. Open enrollment cheat sheet: <LINK>

If you have other questions before open enrollment begins, please don't hesitate to reach out to myself or one of our team members.

Sincerely,

<YOUR SIGNATURE>

Email #2

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Need more info?

4. [<COMPANY NAME>](#) Benefits guide: [<LINK>](#)
5. Open enrollment FAQs: [<LINK>](#)
6. Open enrollment cheat sheet: [<LINK>](#)

And finally, enroll here: [<LINK>](#)

Questions? Email us at [<EMAIL>](#) or set up a time to talk.

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[<YOUR SIGNATURE>](#)

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Here's where to enroll once you've decided which benefits work best for you: <LINK>

And as always, please feel free to reach out with questions at <EMAIL>, or set up a time to talk.

Sincerely,

<YOUR SIGNATURE>