

## Implementation Guide



Dear Employer:

Congratulations on choosing HealthPartners Empower<sup>SM</sup> HSA Plan. This plan is designed to lower your expenses and develop smarter health care consumers while providing great care. We're excited your company has taken this positive step to help your employees take greater control of their health care costs.

Account-based plans like Empower HSA may be different from the health plans your employees are familiar with, which makes effective communication key to the plan's success.

That's where HealthPartners comes in.

We want to do everything we can to help your employees understand and choose the Empower HSA plan if it's right for them. This **HSA Communications Toolkit** contains useful information and materials that you can use to educate your employees about this new health plan.

The kit provides flyers, articles, e-mail notices, and more to meet the needs of your employees. The materials are broken into four sections for easy implementation:

- Plan & Announce
- Educate
- Enroll
- Engage

Attached is a chart of the communications materials available in this toolkit. It can be used as a communications plan, and you can add action owners and completion dates to correspond with each phase of the plan's implementation. You can use all of the materials or choose the information that works best for your company. We've also included articles for you and your staff about lessons other employers have learned while putting this type of plan into action.

We're looking forward to working with you. If you have questions about this toolkit or your HSA plan, please contact your account representative.

Your partner in health,

HealthPartners

# HSA Implementation Guide

	Available Tools	Key Ideas
Phase I: Plan & Announce	Implementation Guide	Introduces you to the toolkit; provides an overview of toolkit materials
	Communications Timeline	Describes communication phases; provides you with an implementation timeline
	Best Practices Article: <i>Tips From the Best</i>	Provides you with tips for a successful HSA implementation from employers who have succeeded
	Presentation: <i>Explaining the HSA Plan</i>	Teaches you how to effectively present the HSA plan to your employees; customizable for your organization
	Pre-enrollment Letter From CEO	Letter announcing the HSA option to your employees; customizable for your organization
	Flyer: <i>Take Control of Your Health Care</i>	Describes the HSA for employees; provides a high-level overview of the plan; customizable for your organization
Phase II: Educate	Poster: <i>How Much Could You Save With an HSA?</i>	Illustrates potential employee savings (from taxes)
	Flyer: <i>What Employees Need to Know About HSAs</i>	Gives employees the basic information they need when considering an HSA plan
	Article: <i>Five Reasons to Consider an HDHP/HSA</i>	Discusses reasons why the HSA is a smart choice for your employees
	Flyer: <i>Use Your HSA for Your Health Care Needs</i>	Overview list that shows qualifying and potentially qualifying eligible health care expenses covered by HSAs
	E-mail text: <i>How Much Can You Save With an HSA?</i>	Pre-written e-mail text to send out to employees about HealthPartners plan comparison tool
	E-mail text: <i>Estimate Your Costs, Find the Better Value</i>	Pre-written e-mail text to send out to employees about HealthPartners Web tools
Phase III: Enroll	Invitation: <i>Is an HSA Right for You?</i>	Invitation to an HSA enrollment meeting; customizable for your organization
	Postcard: <i>Empower Yourself</i>	Postcard with questions for your employees, verifying HSA eligibility
	<i>HSA Frequently Asked Questions</i>	Provides you and your employees with answers to common HSA questions; includes easy-to-follow minimum/maximum contributions
	Flyer: <i>Empower<sup>SM</sup> HSA Plan Debit Card Claims Process</i>	Illustrates the claims process for your employees
Phase IV: Engage	E-mail text: <i>Maximizing Your HSA</i>	Gives you text for bi-monthly e-mail newsletters; 6 articles total
	Table tents: <i>Did you know ... ?</i>	Table tents with quick facts about the HSA plan; 12 total
	Presentation: <i>HSA Support Tools</i>	Walks-through HealthPartners online support tools available to employees; presentation or webinar format