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2seventybio

**Email Templates**

**We’ve provided the following templates to make communication easy. Click on the hyperlinks below to jump to each section.**

* [Email Snippet](#_Email_Snippet)
* Full Email Templates
  + [Introduction to Decision Doc](#_Introduction_to_Decision)
  + [First Reminder](#_First_Reminder)
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  + [Executive / Leadership Email](#_Executive_/_Leadership)

## 

## **Email Snippet**

*Use this snippet if you’re already sending an email out to employees about Open Enrollment. Be sure to attach the Employee Flyer to your email!*

Your first step for Open Enrollment is to use Decision Doc: www.myhyke.com/2seventybio2024. Brought to you by HYKE (formerly MyHealthMath) Decision Doc makes it easy for you to better understand your health plan options and feel more confident about your choice—all at no extra cost to you. **Employees who use *Decision Doc* save over $1,300 a year on average.** If you’re already enrolled in one of our health plans, you may see an option to view a Claims Snapshot inside Decision Doc. Check out this instant Snapshot if you’re curious which health plan will save you the most money based on your past medical usage and ensure that you’re in the most optimal plan!

**Plus, all Decision Doc users will automatically be entered into a $5,000 sweepstakes**.\* Keep an eye out for emails from HYKE during open enrollment with details on the sweepstakes and instructions on how to use Decision Doc. Any emails from HYKE will look like this:

* From address: [hello@letshyke.com](mailto:hello@letshyke.com)
* From name: 2seventybio Health Plan Decision Support
* Sample subject line: Personalized enrollment support – use Decision Doc now!

\* NO PURCHASE NECESSARY. MUST BE RESIDENT OF THE UNITED STATES OR DISTRICT OF COLUMBIA, 18 OR OLDER. VOID WHERE PROHIBITED. USE DECISION DOC TO ENTER. BEGINS AT 8 AM CST ON AUGUST 1, 2023 AND ENDS AT 11 PM CST ON DECEMBER 31, 2023. PRIZE: ONE (1) $5,000 CASH PRIZE. ADDITIONAL TERMS APPLY. FOR MORE DETAILS INCLUDING ALTERNATIVE METHOD OF ENTRY SEE OFFICIAL RULES AT WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-5K-JANUARY2024. SPONSOR: HYKE

## **Full Email Templates**

*Use these templates to send standalone emails about Decision Doc.*

## **Introduction to Decision Doc**

**Subject:** Decision Doc is back!

**Send Date:** DD GO LIVE DATE

**Attachment:** HYKE DD\_Employee Flyer

*Please bcc or forward your email announcements to your customer success lead so we can help you track utilization!*

Hi all!

We’re excited to share we’re continuing our partnership with HYKE, formerly MyHealthMath. Their easy-to-use platform, *Decision Doc*, shows you which health plan makes the most sense for your needs and budget – all at no extra cost to you. Decision Doc has new and improved features since last year, so be sure to check out the details below and get started today!

**What you need to know:**

* Access Decision Doc here: www.myhyke.com/2seventybio2024
  + *For the best experience, use the most updated version of Google Chrome on your browser!*
* Be prepared to answer questions about you and your family’s anticipated health care and prescription needs.
  + *You’ll be able to save and edit your responses later, so take your best guess when going through the questionnaire!*
  + *If you’re already enrolled in one of our health plans, you may see an option to view a Claims Snapshot inside Decision Doc. Check out this instant Snapshot if you’re curious which health plan will save you the most money based on your past medical usage and ensure that you’re in the most optimal plan!*
* You’ll receive an interactive report showing you the right plan for the upcoming year. You can save the report, try out different scenarios, and even email it to a partner at home!
  + *When you’re ready, navigate to our enrollment system to complete your enrollment for this year.*

**A chance to win big!**

All Decision Doc users will automatically be entered into a $5,000 sweepstakes.\* Keep an eye out for emails from HYKE during open enrollment with details on the sweepstakes and instructions on how to use Decision Doc. Any emails from HYKE will look like this:

* From address: [hello@letshyke.com](mailto:hello@letshyke.com)
* From name: 2seventybio Health Plan Decision Support
* Sample subject line: Personalized enrollment support – use Decision Doc now!

**A chance to win big!**

As an added bonus, you have two chances to win big! All Decision Doc users will automatically be entered into a $5,000 and $10,000 Sweepstakes!\* Keep an eye out for emails from HYKE during open enrollment with details on the sweepstakes and instructions on how to use Decision Doc. Any emails from HYKE will look like this:

* From address: [hello@letshyke.com](mailto:hello@letshyke.com)
* From name: 2seventybio Health Plan Decision Support
* Sample subject line: Personalized benefit support – use Decision Doc now!

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## 

## **First Reminder**

**Subject:** Open Enrollment Step 1: Use Decision Doc (plus a chance to win BIG!)

**Attachment:** HYKE DD\_Employee Flyer

*Please bcc or forward your email announcements to your customer success lead so we can help you track utilization!*

Hi team!

Don’t forget that this year’s Open Enrollment involves one extra step to help you get the support you need. Before you start enrollment, please use Decision Doc, a secure online platform that makes it easy to understand your benefits. It takes just a few minutes and you’ll get an instant report that shows your total costs for each health plan, based on your specific needs. Employees who use Decision Doc save an average of $1,300 in total healthcare costs. Don’t miss out on your opportunity to save this year!

**Not convinced yet?** **Don’t forget that all Decision Doc users will automatically be entered into a $5,000 sweepstakes.\***

**Get started here and be sure to check out the attached flyer for more information: www.myhyke.com/2seventybio2024**

All the best,

2seventybio

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## 

## **Final Reminder**

**Subject:** Last Chance – Use Decision Doc Now (plus a BIG sweepstakes opportunity!)

**Send Date:** 1-2 days before Open Enrollment ends

**Attachment:** HYKE\_DD\_Employee Flyer

*Please bcc or forward your email announcements to your customer success lead so we can help you track utilization!*

Hi everyone!

This is your final reminder to use Decision Doc before Open Enrollment ends. Decision Doc is a secure platform that is quick, easy, and confidential, and could save you thousands of dollars. Even if you used Decision Doc last year, take a few minutes to use it again so you can be confident that your needs haven’t changed from last year!

Get started now:

* Access Decision Doc here: www.myhyke.com/2seventybio2024
  + *For the best experience, use the most updated version of Google Chrome on your browser!*
* Be prepared to answer questions about upcoming health care needs for you and your family.
  + *You’ll be able to save and edit your responses later, so take your best guess when going through the questionnaire!*
  + *If you’re already enrolled in one of our health plans, you may see an option to view a Claims Snapshot inside Decision Doc. Check out this instant Snapshot if you’re curious which health plan will save you the most money based on your past medical usage and ensure that you’re in the most optimal plan!*
* You’ll receive an interactive report showing you the right plan for the upcoming year. You can save the report, try out different scenarios, and even email it to a partner at home!
  + *When you’re ready, navigate to our enrollment system to complete your enrollment for this year.*

**Once you’ve used Decision Doc, you’ll automatically be entered into a $5,000 sweepstakes.\***

Cheers!

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## 

## **Executive / Leadership Email**

**Subject:** Personalized support provided by 2seventybio

**Attachment:** HYKE DD\_Employee Flyer

*Please bcc or forward your email announcements to your customer success lead so we can help you track utilization!*

Dear team,

I wanted to remind you that Decision Doc (brought to you by HYKE – formerly MyHealthMath is a platform available to all employees, as part of this year’s open enrollment process. This secure platform will help you learn more about our health plans and give you confidence that your plan will protect your health and wallet. It takes just about 5 minutes, so please get started using the instructions below.

* Go to Decision Doc: www.myhyke.com/2seventybio2024
  + *For the best experience, use the most updated version of Google Chrome on your browser!*
* Be prepared to answer questions about you and your family’s anticipated health care and prescription needs.
  + *You’ll be able to save and edit your responses later, so take your best guess when going through the questionnaire!*
  + *If you’re already enrolled in one of our health plans, you may see an option to view a Claims Snapshot inside Decision Doc. Check out this instant Snapshot if you’re curious which health plan will save you the most money based on your past medical usage and ensure that you’re in the most optimal plan!*
* You’ll receive an interactive report showing you the right plan for the upcoming year. You can save the report, try out different scenarios, and even email it to a partner at home!
  + *When you’re ready, navigate to our enrollment system to complete your enrollment for this year.*

**Once you’ve used Decision Doc, you’ll automatically be entered into a $5,000 sweepstakes.\***

Be sure to reach out to the HYKE team at [questions@letshyke.com](mailto:questions@letshyke.com) for any questions about Decision Doc.

Sincerely,

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