

Cinemark

**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)
	+ [Final Reminder](#_Final_Reminder)
	+ [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!*

Please be sure to let your employees know that their first step for Open Enrollment is to use Decision Doc: [www.myhyke.com/cinemark2024](http://www.myhyke.com/cinemark2024). Brought to you by HYKE (formerly MyHealthMath), Decision Doc provides a personalized Protection Score to measure health and financial wellness. By spending a few minutes answering questions about healthcare needs, finances and family, and receive instant guidance on which benefits will help employees stay protected. It’s free, easy, and completely confidential.

As an added bonus, all Decision Doc users will automatically be entered into a $5,000 and $10,000 Sweepstakes!\* Don’t miss out on personalized guidance and two chances to win big!

\* 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. ONE (1) $10,000 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 & WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-10K-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:** 11/6/23

**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. We are hoping that you might help us get the word out about their easy-to-use platform, *Decision Doc*, which shows the benefits that make sense for their needs and budget – all at no extra cost. Decision Doc has new and improved features since last year, so be sure to have your employees check out the details below and get started today!

**Steps for your employees to engage with Decision Doc:**

* Access Decision Doc here: [www.myhyke.com/cinemark2024](http://www.myhyke.com/cinemark2024)
	+ *For the best experience, use the most updated version of Google Chrome on your browser!*
* Be prepared to answer questions about your healthcare needs, finances and family.
	+ *You’ll be able to save and edit your responses later, so take your best guess when going through the questionnaire!*
* You’ll receive an instant Protection Score that measures your health and financial needs, and tells you which benefits will help you stay protected.
	+ *When you’re ready, navigate to our enrollment system to complete your enrollment for this year.*

**Employees not convinced yet?**

As an added bonus, all Decision Doc users will automatically be entered into a $5,000 and $10,000 Sweepstakes!\* Don’t miss out on personalized guidance and two chances to win big!

The team at HYKE is looking forward to supporting our employees this Open Enrollment season! If you have any questions, don’t hesitate to reach out to them at questions@letshyke.com.

Thank you,

Cinemark

\* 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. ONE (1) $10,000 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 & WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-10K-JANUARY2024. SPONSOR: HYKE

## **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 employees get the support you need. Before they start enrollment, please use Decision Doc, a secure online platform that makes it easy to understand benefits. It takes just a few minutes and they’ll get:

1. An instant Protection Score that measures health and financial needs
2. Guidance on which benefits will help them stay protected. Last year, employees who used Decision Doc saved an average of $1,860 in total healthcare costs. Don’t miss out on your opportunity to save this year!

**Not convinced yet? As an added bonus, everyone will have two chances to win big! All Decision Doc users will automatically be entered into a $5,000 and $10,000 Sweepstakes!\***

**Get started here and be sure to check out the attached flyer for more information:** [**www.myhyke.com/cinemark2024**](http://www.myhyke.com/cinemark2024)

All the best,

Cinemark

\* 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. ONE (1) $10,000 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 & WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-10K-JANUARY2024. SPONSOR: HYKE

##

## **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 managers!

This is your final reminder to have your employees use Decision Doc before Open Enrollment ends. Decision Doc is a secure platform that is quick, easy, and confidential, and could save them thousands of dollars. Even if they have used Decision Doc last year, they should take a few minutes to use it again so they can receive a Protection Score to know where they stand!

Steps to have them get started now:

* Access Decision Doc here: [www.myhyke.com/cinemark2024](http://www.myhyke.com/cinemark2024)
	+ *For the best experience, use the most updated version of Google Chrome on your browser!*
* Be prepared to answer questions about your healthcare needs, finances and family.
	+ *You’ll be able to save and edit your responses later, so take your best guess when going through the questionnaire!*
* You’ll receive an instant Protection Score that measures your health and financial needs, and tells you which benefits will help you stay protected.
	+ *When you’re ready, navigate to our enrollment system to complete your enrollment for this year.*

**Once they’ve used Decision Doc, everyone will automatically be entered into a $5,000 and $10,000 Sweepstakes!\***

Cheers!

Cinemark

\* 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. ONE (1) $10,000 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 & WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-10K-JANUARY2024. SPONSOR: HYKE

##

## **Executive / Leadership Email**

**Subject:** Personalized support provided by Cinemark

**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 management team,

I wanted to remind you that Decision Doc (brought to you by HYKE– formerly MyHealthMath) is a new platform available to all employees, as part of this year’s open enrollment process. This secure platform will help our employees learn more about our benefit package and give them confidence that our benefits will protect their health and wallet. It takes just 10 minutes, so please get started using the instructions below.

* Go to Decision Doc: [www.myhyke.com/cinemark2024](http://www.myhyke.com/cinemark2024).
	+ *For the best experience, use the most updated version of Google Chrome on your browser!*
* Be prepared to answer questions about your healthcare needs, finances and family.
	+ *You’ll be able to save and edit your responses later, so take your best guess when going through the questionnaire!*
* You’ll receive an instant Protection Score that measures your health and financial needs, and tells you which benefits will help you stay protected.
	+ *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 and $10,000** **Sweepstakes!\***

Be sure to reach out to the HYKE team at questions@letshyke.com for any questions about Decision Doc.

Sincerely,

Cinemark

\* 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. ONE (1) $10,000 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 & WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-10K-JANUARY2024. SPONSOR: HYKE