

Cloudflare

Email Templates

## Intro

**Subject:** Don’t Choose a Benefit Package in the Dark – Decision Doc Can Shed Some Light!

Dear Cloudflare Employees,

Have you ever wondered which benefits package is best for your unique situation? We know selecting benefits is a big decision, which is why we’re launching Decision Doc, powered by Sherpa Score, to provide you with unparalleled support this open enrollment.

Decision Doc is a secure, confidential platform that makes it easy for you to better understand your benefits and feel more confident about your choice—all at no extra cost to you. **Employees who use Decision Doc save an average of $1,300 on health care costs per year.**

Navigate to Decision Doc via www.myhealthmath.com/cloudflare2023. You’ll answer some questions about your health care needs, finances and family. Then, you’ll receive an instant Protection Score with personalized resources to help you make your benefits decision. Questions about your Protection Score? Please reach out to questions@myhealthmath.com for support!

All the best,

Cloudflare

## Reminder Email

**Subject:** Want an Extra $1,300 in Your Pocket?

Dear Cloudflare Employees,

Have you taken advantage of Decision Doc, powered by Sherpa Score, yet? This free and confidential plan choice support platform includes a personalized Protection Score and guidance on how to improve your overall financial wellness.

Get started with three easy steps:

1. Go to www.myhealthmath.com/cloudflare2023
2. Answer a few quick questions about healthcare, finances, and your family.
3. You’ll receive an instant Protection Score and personalized guidance detailing your possible expenses for the plan year – you can save this report, try out different usage scenarios, and even email the report to a partner at home.

Questions about Decision Doc or your report? Please email questions@myhealthmath.com.

Cheers!

Cloudflare

## From your Executive Leadership

**Subject:** Free support for Cloudflare employees

Dear Cloudflare Employees,

With open enrollment in full swing, I wanted to remind you that Decision Doc, powered by Sherpa Score, is available to all employees. The platform makes it easy for you to better understand your plan options and feel more confident about your choice — all at no extra cost to you. The secure platform that takes just 5-6 minutes to complete will help you choose a benefit package that best matches your specific health and financial circumstances, and gives you the best value.

Get started with Decision Doc today, before you make your final decision.

1. Go to www.myhealthmath.com/cloudflare2023
2. Answer a few quick questions about healthcare, finances and your family.
3. You’ll receive an instant Protection Score and personalized guidance detailing your possible expenses for the plan year – you can save this report, try out different usage scenarios, and even email the report to a partner at home.

Questions about Decision Doc or your personalized report? Email the team at questions@myhealthmath.com.

Sincerely,

Cloudflare

## Final Reminder

**Subject:** Get the Benefit Package You Deserve!

Dear Cloudflare Employees,

This is your final chance to use Decision Doc, powered by Sherpa Score, and feel extra confident in your benefit package choice. Decision Doc is a secure platform that is quick, easy, and confidential, and could save you thousands.

1. Go to www.myhealthmath.com/cloudflare2023
2. Answer a few quick questions about healthcare, finances and your family.
3. You’ll receive an instant Protection Score and personalized guidance detailing your possible expenses for the plan year – you can save this report, try out different usage scenarios, and even email the report to a partner at home.

Questions about Decision Doc or your personalized report? Email the MyHealthMath team at questions@myhealthmath.com.

Sincerely,

Cloudflare