

Dana–Farber Cancer Institute

Communication Strategy for Open Enrollment 2023

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Open Enrollment Highlights

* Health Plan Effective Date: 01/01/2023
* Open Enrollment Period: 10/24/2022 – 11/4/2022
* Decision Doc Proposed Go Live Date\*: 10/11/2022
* Decision Doc URL: www.myhealthmath.com/danafarber2023
* Incentives Guidelines:
	+ $20 Amazon gift cards for the first 200 employees to use Decision Doc – all employees after 200 will receive a $10 Amazon gift card
	+ First time Decision Doc users will be entered to win 1 of 5 $200 Amazon gift cards
	+ Incentives will be outlined on Decision Doc flyer
	+ Gift cards will be sent electronically to on November 7, 2022
	+ Limit 1 per employee (excluding raffle)
	*\*pending approval of final Plan-Rate Details*

# Short Messaging Blurbs

## Benefit Guide and Open Enrollment Guide

**Standalone Introduction to Decision Doc**

**Choosing your health plan just got easier**

Choosing benefits can be difficult, but Decision Doc makes it easy! Use the free, confidential, and secure platform to receive a personalized report showing which plans will save you the most money based on your specific needs.

Here’s how it works:

1. Go to Decision Doc: www.myhealthmath.com/danafarber2023.
2. Answer some questions about you and your family’s specific medical needs and prescriptions.
3. Receive a personalized report showing which plans will get you the most cost-effective coverage.

Live analysts are also available to help you during the entire process.

**Language to include throughout your Benefit Guide**

**Available to all employees!**

This year, we’ve made sure Decision Doc is available to all employees selecting benefits. It takes just a few minutes to learn about the plan options available to you, so you can feel confident in your enrollment decision. Get started here, www.myhealthmath.com/danafarber2023 and reach out to questions@myhealthmath.com if you need support with Decision Doc!

**Need some help?**

***Decision Doc was very easy to use and helpful in making my final decision! Would highly recommend!***-Dana-Farber Cancer Institute Employee

Health insurance can be confusing, and there is more to consider than just what comes out of each paycheck! Use Decision Doc to receive personalized guidance that will help you evaluate your total health care cost on each of our plans. Access Decision Doc here: www.myhealthmath.com/danafarber2023.

**Is an HSA right for you?**

There’s a lot to learn about high deductible health plans (HDHPs) and Health Savings Accounts (HSAs) before you can know if these are right for you and your family. Use Decision Doc (www.myhealthmath.com/danafarber2023) to learn more about these plans and compare how they stack up against all our plan options. It’s a quick and easy tool to help you feel confident before making your decision!

**What’s the difference?**

Health Savings Accounts (HSAs) and Flexible Spending Accounts (FSAs) can help you pay for certain healthcare expenses but there are some key differences you should know about! Take a few minutes to use Decision Doc (www.myhealthmath.com/danafarber2023), a tool that can help you better understand how these accounts work with our plan options.

## Messaging for Microsite

**Don’t choose your benefits in the dark. Use Decision Doc to get your personalized plan choice guidance.**

* *To be paired with Decision Doc Reminder Icon!*

**Decision Doc: Get plan choice guidance here!**

* *To be paired with Decision Doc Reminder Icon!*

**Still have questions?**

Selecting a plan is a big decision. For help seeing which plan will match your specific medical and pharmacy needs, make sure you use Decision Doc! Available at www.myhealthmath.com/danafarber2023, Decision Doc is a completely confidential tool that shows your total health care costs on each plan, based on your specific health circumstances.

**Which plan is best for you?**

***[Decision Doc] was incredibly helpful in providing the cost analysis I needed to make an informed decision on the best coverage for my family’s health plan. thanks!***-Dana-Farber Cancer Institute Employee

This is a tricky question that is different for every employee. That’s why we’ve made Decision Doc available to all employees. Check out this [short video](https://vimeo.com/747301784/30a120e864) to learn more, and get your personalized support here: www.myhealthmath.com/danafarber2023

**Have you used Decision Doc yet?**

Decision Doc is free and available to all benefit eligible employees. This confidential platform takes just 5-6 minutes to complete and can help you learn which plan will work best for you. Many employees aren’t in their optimal plan or don’t know where to start when choosing one. Folks who use Decision Doc save an average of $1,300! Visit www.myhealthmath.com/danafarber2023 to get help today.

**Last chance for personalized support!**

Before you enroll, make sure to check out Decision Doc: www.myhealthmath.com/danafarber2023. Decision Doc can help you make sure you select the plan that will save you and your family the most money for the upcoming year!

## Additional Blurbs

Hi Dana–Farber Cancer Institute Employees! Open Enrollment is fast approaching, and we know that selecting the right benefits can be difficult. Decision Doc is here to help! You’ll answer a few basic questions and receive a detailed report showing which health plan is optimal for you and your family. It’s free, easy, and completely confidential. Head over to www.myhealthmath.com/danafarber2023 to get started.

Planning upcoming life changes? Use Decision Doc to ensure your benefits provides the coverage you need. Answer some basic question about your upcoming medical usage and let Decision Doc do the rest! You’ll receive a personalized report that matches you to an optimal health plan. Get started today: www.myhealthmath.com/danafarber2023

You’ve seen the flyers and emails - Decision Doc is available now! It’s quick, easy, and gives you instant benefit recommendations. Ensure that you are in the optimal plan for the 2023 plan year by using the free and confidential tool. Check it out at: www.myhealthmath.com/danafarber2023

**To include anywhere you provide HR contact information**

Have questions about our benefit options? Utilize Decision Doc to receive personalized guidance. Check out this [short video](https://vimeo.com/747301784/30a120e864) to learn more, and get started here: www.myhealthmath.com/danafarber2023

# Suggested Email Language

## Intro

Dear Dana–Farber Cancer Institute Employees,

We’re pleased to announce that we are continuing our partnership with MyHealthMath! Decision Doc, their free, quick and easy decision support platform, is available to everyone during open enrollment. **Employees who use Decision Doc save over $1,300 a year on average.**

Visit www.myhealthmath.com/danafarber2023 to use Decision Doc and receive an instant report that matches you to your optimal plan, and saves you the most money.

Check out the [Decision Doc User Guide](https://www.myhealthmath.com/userguide) or please reach out to questions@myhealthmath.com for support!

All the best,

Dana–Farber Cancer Institute

## Reminder from your Executive Leadership Team

Dear Dana–Farber Cancer Institute Employees,

With open enrollment in full swing, I wanted to remind you that Decision Doc is available to all employees. The platform 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. The secure platform that takes just 5-6 minutes to complete will help you choose a plan that best matches your specific 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/danafarber2023
2. Answer a few quick questions, either online or over the phone, about potential and planned services and prescriptions that you and your family members may need during the benefit year.
3. You’ll receive an instant report 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,

Dana–Farber Cancer Institute

## Final Reminder

Dear Dana–Farber Cancer Institute Employees,

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

1. Go to www.myhealthmath.com/danafarber2023
2. Answer some quick questions about the medical services and prescriptions that you and your family members may need next year.
3. 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!

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

Sincerely,

Dana–Farber Cancer Institute

# FAQs

**Q. What is Decision Doc?**

**A.** Decision Doc is MyHealthMath’s interactive online platform that helps employees choose their health benefits. You will go through a series of questions, either online or on the phone, and then receive an interactive report showing which health plan will save you the most money in the coming year. Decision Doc integrates phone and online support, reporting, education, and resources.

**Q. Who is MyHealthMath?**

**A.** MyHealthMath (MHM) is a decision support company whose mission is to simplify health insurance purchasing, so employees across the country get the best value from their healthcare dollar. MyHealthMath uses a highly accurate algorithm, paired with personalized employee engagement, to identify the optimal health plan for individuals.

**Q. Do I have to prepare anything before using Decision Doc?**

**A.** You should be prepared to answer questions on medical usage and history for you and your dependents. Decision Doc collects basic health usage information, such as frequency of doctor visits, medications, planned surgeries, etc. Names and dosages of prescriptions can dramatically affect costs, so we recommend writing these down before you go to Decision Doc, for yourself and any dependents you’re thinking of including on your plan.

Decision Doc takes 5-6 minutes when completed online. The phone interviews typically take 15 minutes.

**Q. Will my personal information remain secure?**

**A.** Absolutely! MHM is an independent third party that abides by rigorous security standards. They will never share your personal information with us, our insurance carrier or any other third party.

**Q. What if I have questions about my results?**

**A.** The MHM team is available to answer any questions you have about how to interpret your results. You can reach them via email (questions@myhealthmath.com) or schedule a call through the option directly on your Decision Doc results page!

**Q. Will Decision Doc enroll me in a plan?**

**A.** No. Decision Doc is a tool to help you decide which plans are optimal for you and your family. You can run as many health scenarios as you’d like to ensure you find the plan that works for you. Once you make that decision, you will enroll in our plans (and any associated HSA/FSA plan) through our regular enrollment process.

**Q. I saw an option to view a Claims Snapshot. What is that?**

**A.** Employees who have been enrolled in one of our health plans for over a year may see an option to view a Claims Snapshot. Claims Snapshots show you which of our health plans will save you the most money based on your actual past health utilization. This is an easy decision-making tool if your health needs are not changing. Importantly, since healthcare needs and health plan details usually do change year- to-year, the Snapshot will nudge you to obtain a more personalized report based on what you’re planning for the year to come.

**Q. I am being asked to provide my Subscriber ID to view a Claims Snapshot. Where do I find my subscriber ID?**

**A.** Your subscriber ID is the ID located on your health insurance card. It is often a combination of letters and numbers. You should enter the full ID that you see on your insurance card.