

ICP Group

Communication Strategy for Open Enrollment 2023

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Open Enrollment Highlights



* Health Plan Effective Date: 01/01/2023
* Open Enrollment Period: 10/17/2022 – 11/18/2022
* Decision Doc Proposed Go Live Date\*: 10/17/2022
* Decision Doc URL: www.myhealthmath.com/icp2023
* Rewards Program Guidelines: 3 $200 Amazon gift cards
	+ Dates: 10/24/2022 – 10/31/2022
	+ Email announcing program: send on October 24
	+ Gift cards will be sent electronically to 3 random winners on 11/1
	+ Limit 1 per employee
	*\*pending approval of final Plan-Rate Details*

# Short Messaging Blurbs

## Benefit Platform & Employee Portal

**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 benefits will match your specific medical and pharmacy needs, make sure you use Decision Doc! Available at www.myhealthmath.com/icp2023, 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?**

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/744341070/894ea1f548) to learn more, and get your personalized support here: www.myhealthmath.com/icp2023

**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 benefits 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/icp2023 to get help today.

**Last chance for personalized support!**

Before you enroll, make sure to check out Decision Doc: www.myhealthmath.com/icp2023. Decision Doc can help you make sure you select the benefits that will save you and your family the most money for the upcoming year!

**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/744341070/894ea1f548) to learn more, and get started here: www.myhealthmath.com/icp2023

## Benefit 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/icp2023.
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/icp2023 and reach out to questions@myhealthmath.com if you need support with Decision Doc!

**Need some help?**

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/icp2023.

**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/icp2023) 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/icp2023), a tool that can help you better understand how these accounts work with our plan options.

## Additional Blurbs

Hi ICP Group 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/icp2023 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/icp2023

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/icp2023

# Email Templates

**Don’t forget that the MHM team can send emails directly to your employees to make things easier for you. If you change your mind and would like us to set this up, let us know!**

## Intro

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

**Suggested Send Date:** 10/17

**Suggested Attachments: DD Flyer OE\_ICP 2023**

**Cc or Bcc:** hrogers@myhealthmath.com; kalexander@myhealthmath.com

Dear ICP Group Employees,

We’re pleased to announce a new partnership with MyHealthMath! They make it easy for you to better understand your 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.**

Navigate to their secure, online platform, Decision Doc via www.myhealthmath.com/icp2023. Decision Doc will help you choose a plan that best matches your specific health circumstances and gives you the best value. Para revisar las preguntas con un agente de habla hispana, programe una cita en: <https://go.oncehub.com/LanguageLine>.

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

All the best,

ICP Group

## Rewards Program Announcement

**Subject:** Don’t Miss Out – Exclusive Rewards Program for Using Decision Doc!

**Suggested Send Date:** 10/24

**Attachments:** ICP Rewards Program Flyer 2023

**Cc or Bcc:** hrogers@myhealthmath.com; kalexander@myhealthmath.com

Dear ICP Group Employees,

By now, you’ve probably heard that we’re providing you with extra support this open enrollment, through our partnership with MyHealthMath. Their online platform, Decision Doc, helps you choose a plan that can save you over $1,300 a year! It only takes a few minutes to get a custom report that matches you to the most optimal plan for you and your family.

As a bonus, MyHealthMath is offering an exclusive rewards program to ICP Group employees.

1. Use Decision Doc by **11:59pm EST on October 31, 2022 for a chance to win 1 of 3 $200 Amazon gift cards.**
2. Already use Decision Doc? Great news – you’re automatically eligible for the rewards program!
3. Three employees will receive their gift card via email by 3pm EST on November 1, 2022. Gift cards will come from gc-orders@gc.email.amazon.com

**Get started using Decision Doc here: www.myhealthmath.com/icp2023 (*for the best experience, please use the most updated version of Google Chrome on your browser!)***

Cheers!

ICP Group

## Reminder from your Executive Leadership Team

**Subject:** Free support for ICP Group employees

**Suggested Send Date:** 11/8

**Cc or Bcc:** hrogers@myhealthmath.com; kalexander@myhealthmath.com

Dear ICP Group 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/icp2023
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,

ICP Group

## Final Reminder

**Subject:** Get the Health Plan You Deserve!

**Suggested Send Date:** 11/15

**Cc or Bcc:** hrogers@myhealthmath.com; kalexander@myhealthmath.com

Dear ICP Group 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/icp2023
2. Answer some quick questions about the medical services and prescriptions that you and your family members may need next year. Para revisar las preguntas con un agente de habla hispana, programe una cita en: <https://go.oncehub.com/LanguageLine>.
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,

ICP Group

# 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.