

Email Templates (sample language)

IDEXX

##

## Intro

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

**Suggested Attachments:** DD EE Flyer\_IDEXX 2023

Dear IDEXX Employees,

We’re pleased to announce a new partnership with MyHealthMath! They make 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.**

Navigate to their secure, online platform, Decision Doc via www.myhealthmath.com/idexx2023. Decision Doc will help you choose a health plan that best matches your specific health circumstances and gives you the best value.

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,

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## Reminder

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

Dear IDEXX Employees,

Have you taken advantage of Decision Doc yet? MyHealthMath’s free and confidential health plan choice support platform includes interactive reports and instant results to best match you to a health plan that suits your medical and prescription needs! If you’re already enrolled in one of our IDEXX health plans, you may see an option to view 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.

Not convinced yet? Employees who use Decision Doc and view their results will automatically receive 2,000 Virgin Pulse Points. Get started with three easy steps:

1. Go to www.myhealthmath.com/idexx2023
2. Answer a few quick questions, either online or over the phone, about potential and planned medical 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 report? Please email questions@myhealthmath.com.

Cheers!

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## From your Executive Leadership

**Subject:** Free support for IDEXX employees

Dear IDEXX 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 health plan that best matches your specific health 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/idexx2023
2. Answer a few quick questions, either online or over the phone, about potential and planned medical 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,

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## Final Reminder

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

Dear IDEXX Employees,

This is your final chance to use Decision Doc and feel extra confident in your health plan choice (and receive 2,000 Virgin Pulse Points!). Decision Doc is a secure platform that is quick, easy, and confidential, and could save you thousands.

1. Go to www.myhealthmath.com/idexx2023
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,

COMPANY NAME