

Communication Strategy for New Hires + QLE 2023

Unum

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# Short Messaging Blurbs

* New Hires
	+ Welcome to Unum! Part of your new hire onboarding is picking your benefits. We know that selecting the right benefit package can be difficult. Decision Doc, powered by Sherpa Score is here to help! You’ll answer a few basic questions and receive a personalized Protection Score and guidance on how to improve your overall financial wellness. It’s free, easy, and completely confidential. Head over to www.myhealthmath.com/unum2023 to get started.
* QLE
	+ Planning upcoming life changes? Use Decision Doc, powered by Sherpa Score to ensure your benefit package provides the coverage you need. Answer some basic questions about your health, family and finances, and let Decision Doc do the rest! You’ll receive a personalized Protection Score and guidance on how to improve your overall financial wellness. Get started today: www.myhealthmath.com/unum2023

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:** Welcome to Unum! It’s time to enroll in your new benefits!

**Suggested Attachments:** DD powered by Sherpa Score\_Unum Flyer New Hires 2023

Dear Unum Employees,

Congratulations on your new job and welcome to Unum! To help you better understand your new benefit package, we’re pleased to share that Decision Doc, powered by Sherpa Score, is available to provide you with personalized support as you select your benefits. Decision Doc is a secure, confidential platform that makes it easy for you to better understand your benefits and feel more confident about your choices—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/unum2023. 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,

Unum

## Reminder

**Subject:** Need help selecting a benefit package?

**Suggested Attachments:** DD powered by Sherpa Score\_Unum Flyer New Hires 2023

Dear Unum Employees,

Are you having trouble choosing your new benefit package? In 15 minutes or less, Decision Doc, powered by Sherpa Score can help you choose! This free and confidential plan choice support platform includes a personalized Protection Score and guidance on how to improve your overall financial wellness! Go to www.myhealthmath.com/unum2023 to get started!

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

Cheers!

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