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Short Messaging Blurbs

bluebird bio

## Benefit Platform & Intranet

**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/bluebirdbio2023, 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/760129128/3130cc3fd7) to learn more, and get your personalized support here: www.myhealthmath.com/bluebirdbio2023

**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. Employees who use Decision Doc save an average of $1,300! Visit www.myhealthmath.com/bluebirdbio2023 to get help today.

**Last chance for personalized support!**

Before you enroll, make sure to check out Decision Doc: www.myhealthmath.com/bluebirdbio2023. 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!

**To include with your HR contact information**

Have questions about our plan options? Utilize Decision Doc to receive personalized guidance. Check out this [short video](https://vimeo.com/760129128/3130cc3fd7) to learn more, and get started here: www.myhealthmath.com/bluebirdbio2023

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## Benefit Guide

**Standalone Introduction to Decision Doc**

**Choosing your health plan just got easier**

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

Here’s how it works:

1. Go to Decision Doc: www.myhealthmath.com/bluebirdbio2023.
2. Answer some questions about you and your family’s specific medical needs and prescriptions.
3. Receive a personalized report showing which benefits plan 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 a benefits plan. 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/bluebirdbio2023 and reach out to [questions@myhealthmath.com](mailto: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/bluebirdbio2023.

**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/bluebirdbio2023) 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/bluebirdbio2023), a tool that can help you better understand how these accounts work with our plan options.

## Additional Blurbs

* Hi bluebird bio Employees! Open Enrollment is fast approaching, and we know that selecting the right benefits plan can be difficult. Decision Doc is here to help! You’ll answer a few basic questions and receive a detailed report showing which benefits plan is optimal for you and your family. It’s free, easy, and completely confidential. Head over to www.myhealthmath.com/bluebirdbio2023 to get started.
* You’ve seen the flyers and emails - Decision Doc is available now! It’s quick, easy, and gives you instant benefits plan guidance. Ensure that you are in the optimal benefits plan for the 2023 plan year by using the free and confidential tool. Check it out at: www.myhealthmath.com/bluebirdbio2023
* Planning upcoming life changes? Use Decision Doc to ensure your benefits plan 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/bluebirdbio2023