

Communication Strategy for New Hires + QLE 2023

bluebird bio

# Short Messaging Blurbs

* New Hires
  + Welcome to bluebird bio! Part of your new hire onboarding is picking your benefits. We know that selecting the right health plan 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/bluebirdbio2023 to get started.
* QLE
  + Planning upcoming life changes? Use Decision Doc to ensure your health plan provides the coverage you need. Answer some basic questions 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

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 bluebird bio! It’s time to enroll in your new benefits!

**Suggested Attachments: DD New Hire Flyer\_** bluebird bio **2023**

Dear bluebird bio Employees,

Congratulations on your new job and welcome to bluebird bio! As a benefit to you, we’re pleased to announce our partnership with MyHealthMath. Their platform, Decision Doc, 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. **Employees who use Decision Doc save over $555 a year on average.**

Navigate to their secure, online platform, Decision Doc via www.myhealthmath.com/bluebirdbio2023. 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](mailto:questions@myhealthmath.com) for support!

All the best,

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## Reminder

**Subject:** Need help selecting a health plan?

**Suggested Attachments: DD New Hire Flyer\_** bluebird bio **2023**

Dear bluebird bio Employees,

Are you having trouble choosing a plan? In 15 minutes or less, Decision Doc can help you choose! 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! Go to www.myhealthmath.com/bluebirdbio2023 to get started!

Questions about Decision Doc or your report? Please email [questions@myhealthmath.com](mailto:questions@myhealthmath.com).

Cheers!

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