Outreach Email Templates

Initial Outreach Email

Dear [insert name],

I hope you are doing well. I am reaching out to share an exciting, ***no-cost***, opportunity to help your employees get the most out of their health benefits this year. As a Harvard Pilgrim Health Care and Tufts Health Plan client, you qualify to partner with [MyHealthMath](https://www.myhealthmath.com), a health plan decision support company that helps employees choose their best-value health plan, increasing savings and satisfaction. Given the uncertainties highlighted by the pandemic this support is more important than ever.

**How does MyHealthMath work?**

MyHealthMath helps employees learn about the right plan and motivate them to opt-in. Specifically, employees will receive:

* An individualized cost estimate that outlines the total cost of each plan, based on medical utilization data collected from targeted one-on-one interviews and/or an online platform
* A connection to a MyHealthMath analyst who can confidentially answer any questions about their cost estimate or changes in expected medical needs

Read about the full process in [this brochure](https://f.hubspotusercontent30.net/hubfs/8048938/Cheat%20Sheet%20Docs/Decision%20Doc%20Brochure_2021.pdf).

**What’s the impact?**

This is a no-cost offering that has proven benefits for you and your employees:

* On average employees who use MyHealthMath save $1300 a year and are significantly more satisfied with their health benefits.
* By increasing efficiencies, employers can save hundreds of dollars per employee, amounting to thousands of savings annually.

**How do I get started?**

If you are interested in working with MyHealthMath, please reply to this email. The implementation process is quick and easy. Open enrollment is right around the corner, so please let me know if you are interested as soon as possible.

Best,

Follow Up Email

Dear [insert name],

I hope you are doing well. I am following up to see if you have had a chance to review my earlier email about MyHealthMath, a health plan decision support company that can help your employees choose the most cost-effective health plan. By opting into decision support, you will ensure employees get the most out of every dollar they spend and increase employee satisfaction with your benefits. This is a no-cost offer included through Harvard Pilgrim Health Care and Tufts Health Plan.

**Check out this recent testimonial**:

* “MyHealthMath helped our employees understand which health plan made sense for them and their families and feel confident about their decisions. Employees loved the engagement options, and it was really great to have a trusted third party helping them. I don’t think there is anything that could have been better!”  
  Cat Martins, Benefits and Disability Specialist, the University of New England

To learn more about MyHealthMath, check out [this brochure](https://f.hubspotusercontent30.net/hubfs/8048938/Cheat%20Sheet%20Docs/Decision%20Doc%20Brochure_2021.pdf).

Open enrollment is quickly approaching, so we need you to opt-in by [insert date]. Please let me know if you are interested at your earliest convenience. We can then either:

1. Launch the MyHealthMath easy install process
2. Schedule a call with MyHealthMath to learn more

Please let me know if you have any questions.

Best,

Follow Up Email 2

Dear [insert name],

Are you interested in improving the open enrollment experience this year? If yes, I’d love to connect you with MyHealthMath. They are a great fit for anyone looking to improve open enrollment, help employees save on benefits costs, and increase employee overall benefits satisfaction. Plus, with their enterprise support, they can actually help employers save on insurance costs too.

Please let me know if you would like to schedule a demonstration.

Best,

Launching Implementation Email:

Dear [insert name],

I am excited that you are ready to move forward with [MyHealthMath](https://www.myhealthmath.com). To get started, please visit, <https://www.myhealthmath.com/hphc-thp-implement/>, and fill out steps 1-3, which includes scheduling an implementation call with MyHealthMath.

If you have any questions when submitting your information, contact the MyHealthMath implementation team at: [briley@myhealthmath.com](mailto:hrogers@myhealthmath.com).

Best,