**Enrollment Email**

**ALEX Central**

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**{Email 1 – Before Open Enrollment}**

Subject Line: Don’t settle for the same ol’ health plan

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Hi everybody,

Our Open Enrollment period, which begins on October 1 and ends on October 26, is right around the corner.

This is the one time of year when you can make changes to your health insurance plans, but if you don’t take any action, you’ll automatically remain in the plan you chose last year.

Because we make slight changes to our health plans every year—changes that can affect your paycheck (through your premium contributions) and your pocketbook (through your deductibles, copays, and prescriptions)—we highly recommend using our new online benefits counselor, ALEX®, to see if your current choice still fits.

**Here are three important things to know about the ALEX tool:**

1. **It’s personalized**, so you can see which plan makes the most sense for YOU, not your coworkers, or your boss, or even me, your local benefits genius.
2. **It's fun to use**. There’s no boring insurance jargon or complicated legal jibber-jabber.
3. **It’s confidential**, so you can get the guidance you need without revealing all of your fascinating secrets.

Last year’s plan choice might not make sense for this year’s you. To find a plan that provides the right level of coverage for your needs—and doesn’t take too much money out of your paycheck—please visit ALEX® at [etf.wi.gov/ALEX](http://etf.wi.gov/ALEX)

Sincerely yours,

<YOUR SIGNATURE>

**{Email 2 – During Open Enrollment}**

Subject Line: Double-check your health insurance before October 26

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Hi everybody,

This is a friendly, yet firm, (but still mostly friendly) reminder that if you don’t make any changes to your benefits selections during the open enrollment period between October 1 and October 26, you’ll automatically remain enrolled in the plans you chose last year.

Even if you’re happy with your current plan, you should take a moment to visit ALEX, our easy-to-use online benefits counselor, to double-check your choices.

**Here are three reasons to use ALEX this year:**

1. **You hate wasting money.** You can avoid paying too much out of your paycheck for a plan that doesn’t fit your needs.
2. **You want peace of mind.** ALEX can calculate worst-case scenarios, and present your plan options side-by-side to make sure you feel confident in the decisions you make.
3. **You enjoy a sensible chuckle.** ALEX talks like a real person—like how you’d talk about benefits with a friend, if that were something friends ever talked about.

Remember, ALEX® provides personalized, confidential benefits guidance on any computer, tablet, or smartphone. Before the open enrollment window closes this year, let ALEX help you find the plans that make the most sense for you and your family at [etf.wi.gov/ALEX](http://etf.wi.gov/ALEX)

Sincerely yours,

<YOUR SIGNATURE>

**{Email 3 – Approaching the End of Open Enrollment}**

Subject Line: Last chance to check your benefits

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Hi everybody,

The open enrollment window will be closing on October 26. That’s really soon!

You’ll keep your choices from last year if you decide to not take any action, which is why I want to give you three final reasons for using ALEX® to make sure you’re in the right plans.

**Here are three final reasons for using ALEX:**

1. **Your current plan may have changed**, and if it has, those changes can affect your paycheck (through your premium contributions) and your checkbook (through your deductibles, copays, and prescriptions).
2. **Your family may have gotten bigger or smaller**. If you’ll be covering a different number of people than you did last year, it might not make sense for you to remain in last year’s plan.
3. **Your health care needs may be different**.This year’s you might need different prescriptions, therapies, or treatments than last year’s you—which means it might be time for a new plan.

We want you to be happy with your health insurance­, so please take a moment to make sure you’re going to end up with a plan that’s best for your needs by visiting ALEX® at [etf.wi.gov/ALEX](http://etf.wi.gov/ALEX).

Sincerely yours,

<YOUR SIGNATURE>