**New Hire Emails**

**ALEX Central**

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**{BEFORE START DAY}**

Subject Line: Get a head start on choosing your benefits

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Hi, <NAME>!

Congratulations on your new position! We’re very excited to have you with us, and can’t wait to see you on <START DATE>.

We know things are going to be busy for you once your first day arrives, so we’ll be sending you some insurance forms, rate charts, and legal language to look over. And there’s going to be a test. And we want you to hand over your lunch money, too.

Just kidding!

We actually wanted to let you know about ALEX®, the virtual benefits counselor. This easy-to-use online tool can help you figure out which benefits plans are going to be best for you and your family—all in about 7 minutes or so.

ALEX works on any computer, tablet, or smartphone, and since it doesn’t require a username or password, you can start going over your options before your first day.

We want you to be happy with your new job—and your new benefits—so please take a moment to visit ALEX at [etf.wi.gov/ALEX](http://etf.wi.gov/ALEX)

See you soon!

<YOUR SIGNATURE>

**{AFTER START DAY}**

Subject Line: Get a head start on choosing your benefits

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Hi, <NAME>,

Some of the most exciting things about starting a new job are all the choices you have to make. What route will you take to get to work? Where’s your new lunch spot going to be? Are you going to believe the rumors about the secret employee lounge in the subbasement?

Oh, and then there’s this gem: Which benefit plans are you going to pick?

Now while your new coworkers can help with restaurant recommendations and traffic tips and directions to the made-up subbasement (whoops!), you’ll want to direct your benefits questions to an expert.

Fortunately, I’ve got just the expert for you.

ALEX, the virtual benefits counselor, is a benefits expert who can help you find the plans that make the most sense for you. The tool takes about 7 minutes to use, and it makes your enrollment decisions so much easier.

You have until <DATE> to make your benefits choices, so visit ALEX today at [etf.wi.gov/ALEX](http://etf.wi.gov/ALEX)

Sincerely yours,

<YOUR SIGNATURE>

**{ENROLLMENT REMINDER}**

Subject Line: Don’t miss out on your chance to sign up for benefits!

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Hi, <NAME>,

We just wanted to remind you that your benefits enrollment window ends on <DATE>.

If you’ve already made your decisions, and are confident with your choices, you have nothing left to do. If you haven’t completed the enrollment process yet, or if you’re not sure about the options, you might want to spend a few minutes with ALEX®.

Remember, ALEX can:

1. **Find your lowest-cost health plan options**, so you don’t have too much money coming out of your paycheck for premiums.
2. **Explain how everything works**. If your eyes glaze over the second you hear the word “deductible,” ALEX is for you.
3. **Simplify the decision-making process** by asking you about your needs and providing personalized recommendations.

We want you to be happy with your health insurance­, so please take a moment to visit ALEX® at [etf.wi.gov/ALEX](http://etf.wi.gov/ALEX). And please don’t miss your enrollment deadline! If you haven’t enrolled by <DATE/TIME> then the next chance you’ll get to sign up for benefits will be our fall open enrollment period.

Sincerely yours,

<YOUR SIGNATURE>