



MASSACHUSETTS

# A 3-STEP GUIDE

to help you easily roll out  
open enrollment for

---

# BLUEFIT

# NEWFIT RIGHTFIT BLUEFIT



## START THE ENGINE WITH BENEFITS@BLUE

**Encourage your employees to visit [Benefits@Blue](#), the microsite dedicated to plan education and support during open enrollment**

**Benefits@Blue** is the single most important way for subscribers to access important plan information.

Open enrollment can be a challenge, and you should get the credit you deserve for delivering a quality plan. This three-step guide will provide you with key communication materials, including email and video support, to help reduce your administrative output and roll out BlueFit more efficiently.

Thank you for choosing BlueFit.

# 3 STEPS TO AN EASY OPEN ENROLLMENT



## STEP 1: PRE-ENROLLMENT

### **We'll help you create awareness**

Giving your employees a new choice in health plans is exciting, and we want to make it easy for you to help them make the right decision. We've created a series of ready-made emails, which you can send to your employees one or two weeks before open enrollment. Just hit "send" to share them in this recommended order:

1. Introducing BlueFit
2. What Is a Health Savings Account (HSA)?
3. Is BlueFit the Right Fit?

# GREAT FOR THEM, EASY FOR YOU



## STEP 2: OPEN ENROLLMENT

### Make it a success with **Benefits@Blue**

When open enrollment arrives, you want your employees to feel great about their decision — without creating any extra work for you. That's why we created the **Benefits@Blue** microsite, which we're asking you to share with your employees. It explains complex insurance and benefits options in clear, easy-to-follow descriptions.

**Benefits@Blue** is a place your employees can find their plan benefit information, and is pre-loaded with materials, summaries, and videos, including:

- Overview of BlueFit plan features
- The importance of signing up for MyBlue: Once employees create and authenticate their MyBlue account, and opt in to receive plan document communications electronically, it unlocks all their benefits — starting with **\$100** into their Health Savings Account (HSA)
- Easy-to-scan educational materials

# AN EXTRA PUSH TOWARD ENROLLMENT



## STEP 3: ENROLLMENT DEADLINE

### **Help your employees cross the finish line**

Some employees will put off enrollment until the last minute. That's when they need an extra push to visit the **Benefits@Blue** microsite.

The **Benefits@Blue** microsite is dedicated to plan education and support during open enrollment. By using the **Benefits@Blue** microsite, BlueFit subscribers can earn their first **\$100** that Blue Cross Blue Shield of Massachusetts will automatically deposit into their HSA, just for opting in and signing up for MyBlue.

**To access your suite of marketing communications for BlueFit open enrollment support, go to the Employer portal at [employer.bluecrossma.com](http://employer.bluecrossma.com).**

# A REWARDING FIT:

## **Day-one engagement powered by behavioral economics**

From day one, BlueFit will keep your employees engaged, with a year-long sequence of financial and motivational incentives. Blue Cross Blue Shield of Massachusetts will send employees nudges and notifications to draw them into their benefits and improve their behaviors, all while lowering their annual costs.

# A SECURE FIT:

## **A built-in HSA for take-it-with-you savings**

BlueFit comes with an employer-sponsored HSA that automatically increases the cash reserves of your employees, so they can rest easier. You fund a minimum 10% and we'll offer a special incentive: when they invest **\$1**, Blue Cross will fund **\$50**.

Subscribers can build even more savings by potentially investing in their HSA funds over time.

# AN INNOVATIVE FIT:

## **Intuitive programs and benefits your employees can always access**

BlueFit will give your people access to an array of comprehensive benefits and programs, including medical and mental health, dental programs, pharmacy and wellness, and critical illness and accident coverage.

Blue Cross will actively engage employees in healthy habits and preventive care. It's a proactive plan that helps them fully participate in their health and wellness choices.

BlueFit. It's a healthy fit, a secure fit, and a financial fit.



MASSACHUSETTS

**HAVE MORE QUESTIONS?**

**Contact your Broker or  
Blue Cross Account  
Executive to learn more.**

**BLUEFIT**