



# HSA communications calendar

This suggested communications calendar is for customers with a condensed lead time prior to open enrollment. The key to this schedule is to not overwhelm employees with too much information at once. A few weeks' time is enough to build interest in your health savings account (HSA) product while reducing information overload during open enrollment.

■ = Pre-enrollment communications   ■ = Post-enrollment communications

All information in this calendar is available on [Communication Resources](#).

Pre-enrollment employee communications		
Material	Link	Channel
HSA/FSA comparison flier	<a href="#">Answers to frequently asked questions about HSAs and FSAs</a>	Lunch and learn session or email
HSA: Clearing up HSA myths flier	<a href="#">Why a consumer-driven health plan may be right for you</a>	Lunch and learn session or email
HSA: Choice Plus plan website	<a href="#">The UnitedHealthcare Choice Plus Plan with an HSA</a>	Lunch and learn session or email
HSA: Comparing an HSA and a traditional plan brochure	<a href="#">Comparing plans may help you save money</a>	Lunch and learn session or email
HSA 2022 Choice Plus Plan with HSA overview brochure	<a href="#">Looking for a little more flexibility?</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>
HSA: 2022 guidelines flier	<a href="#">2022 guidelines for health savings account (HSA)</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>
HSA: 2022 FAQs	<a href="#">Get to know Choice Plus with HSA (FAQs)</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>

Use the following communications after your employees have chosen and enrolled in their plan. Ongoing communication is an important part of the transition.

Post-enrollment employee communications		
Material	Link	Channel
HSA: Qualified expense list	<a href="#">Use an HSA to pay for hundreds of health and wellness essentials</a>	Direct home mailing or email
HSA: How to get started flier	<a href="#">Your money goes further with an HSA</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>
HSA: Paying for a provider visit flier	<a href="#">Use your HSA to help pay for a doctor visit and a prescription</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>
HSA: Paying for Medicare costs flier	<a href="#">Use your HSA to help pay for your Medicare costs</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>
HSA: Choice Plus Plan—How it works video	<a href="#">Understanding the HSA</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>
HSA: Choice Plus Plan—How covered services are paid video	<a href="#">How covered services are paid</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>
HSA: Video and quiz flier	<a href="#">Get to know your HSA</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>
HSA: Video and quiz	<a href="#">HSA course</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>
HSA: HDHP with HSA	<a href="#">Make your health plan go further</a>	<ul style="list-style-type: none"> <li>• Internal or external email</li> <li>• Post on intranet site</li> <li>• Other internal delivery</li> </ul>



The UnitedHealthcare plan with Health Savings Account (HSA) is a qualifying high deductible health plan (HDHP) that is designed to comply with IRS requirements so eligible enrollees may open a Health Savings Account (HSA) with a bank of their choice or through Optum Bank, Member of FDIC. The HSA refers only and specifically to the Health Savings Account that is provided in conjunction with a particular bank, such as Optum Bank, and not to the associated HDHP.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates.

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