



Company Leaders Can Encourage Employees to Connect

Email 1: Before Sign Up

Before employees hear from Beacon, we recommend the company CEO, President, or other leader send a company-wide email encouraging employees to connect.

Subject: Better benefits for the upcoming year - your participation is vital

Dear Employees,

We are entering the time of the year when we evaluate our benefits. As health insurance is one of our top expenses at (NAME OF COMPANY), we are looking at ways to provide benefits that meet the needs of our employees. But to do so, we need your help.

Our external Benefit Advisor needs to review how we are using our current health plan. With that data, they can help us customize a new benefits package, based on the specific needs of all of our employees and their families.

This is where every employee's participation is vital.

Every employee on the health plan receives electronic statements, called an Explanation of Benefits. Our Benefits Advisor has a tool called Beacon, that securely connects to your health plan and grants access to these statements to be used for analyzing what plan we need.

None of your personal information is ever shared with us or any other any employee at (NAME OF COMPANY).

Your privacy is extremely important to us and your information will be kept confidential and secured in accordance with the Health Insurance and Portability and Accountability Act (HIPAA). We at (NAME OF COMPANY) NEVER have access to your personal information including health information.

Your Next Steps:

1. If you don't have one already, create a username and password on (NAME OF HEALTH PLAN)'s website. You'll need this information for the next step. You can log in here: (LINK TO HEALTH PLAN'S WEBSITE)
2. In a few days, you will receive an email from (NAME OF AGENCY) with instructions on how to connect your health plan to Beacon. The entire process only takes a few minutes and we ask you to please complete the registration by (DATE).

If you need any assistance, please contact (NAME AND CONTACT INFO FOR BROKER OR HR CONTACT). Thank you again for your support and participation.

Better benefits are on the way!
Sincerely,

Email 2: Reminder

A reminder from company leadership can encourage any lingering employees to sign up.

Subject: Please connect to Beacon today

Dear Employees,

As I mentioned before, we are looking at ways to provide benefits that meet the needs of our employees and insights into how our plan is used are critical.

Please take a moment to connect your health plan to Beacon. Our Benefits Advisor has a tool called Beacon, that securely connects to your health plan to analyze how our benefits are used.

Again, None of your personal information is ever shared with us or any other any employee at (NAME OF COMPANY).

Your privacy is extremely important to us and your information will be kept confidential and secured in accordance with the Health Insurance and Portability and Accountability Act (HIPAA). We at (NAME OF COMPANY) NEVER have access to your personal information including health information.

Your Next Steps:

1. create a username and password on (NAME OF HEALTH PLAN)'s website. You'll need this information for the next step. You can log in here: (LINK TO HEALTH PLAN'S WEBSITE)
2. Click the link in the email from (NAME OF AGENCY) with instructions on how to connect your health plan to Beacon. The entire process only takes a few minutes and we ask you to please complete the registration by (DATE).

If you need any assistance, please contact (NAME AND CONTACT INFO FOR BROKER OR HR CONTACT). Thank you again for your support and participation.

Better benefits are on the way!
Sincerely,



Employee Frequently Asked Questions

Q: What is Beacon?

A: Beacon is a HIPAA-compliant online web portal that connects to your health plan member's portal evaluates how you're using your benefits so you can qualify for better benefits through your employer.

Q: Why am I being asked to enroll in Beacon?

A: Your employer wants to provide you with better benefit options that meet the needs of the group. Your participation allows your employer's Benefits Advisor to conduct a risk assessment and cost analysis, in order to develop a new custom benefit plan.

Q: Who will see my data?

A: Only your employer's Benefits Advisor will see detailed data, which is de-identified, meaning "no names." Your employer cannot see any of your personal health information. Your employer can see if you've enrolled on Beacon, can monitor the connection status to your health plan's member portal, and can view an aggregated report of all spending by all employees that have enrolled.

Q: Will this affect my employment?

A: No. Again, your employer will not have access to any of your health data, so it will not impact any employment decisions.

Q: What if I don't participate?

A: Your employer's Benefits Advisor will not have a clear picture of your company's healthcare costs, which will strain their ability to reduce costs for us. We need ALL employees to participate, in order to provide better benefits. Not having everyone's participation can exclude us from the best plans we'd be able to offer.

Q: How do I register?

A: Open your email from Beacon and complete the registration steps. You will need your Username & Password to your health plan's member portal.

Q: What information will I need to have available?

A: Your username, password and any secondary questions for your health plan account.

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Q: What if I can't remember my password?

A: On your health plan's login page, click on the "Forgot my Password" option, and follow their instructions.

Q: What if I don't have an online account with my health plan?

A: You can set one up easily now. Just go to your Health Plan's website and use your member ID to get started.

Q: What benefits might be added to our health plan?

A: Your employer will have additional information on this topic but at times we've seen a larger contribution to 401k plans, new alternative care options, and also lower premiums, deductibles, and co-pays.

Q: How long does it take?

A: If you already know your health plan's login credentials, it will take less than five minutes to complete.

Q: Will my employer know if I didn't participate?

A: Yes, your employer will receive enrollment reports to remind you to complete the registration.

Q: How long do I have to register for Beacon?

A: All employees will have up to two weeks to enroll on Beacon.