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## Employer Emails

Pre-enrollment message - verison 1

Signup on Beacon (from Broker)

Subject: Connecting you to the best benefits with Beacon

Beacon brought to you by (NAME of AGENCY)

Hi {employer contact name},

Like we discussed, we use a platform called Beacon by TPA Stream that provides secure, HIPAA compliant access to healthcare claims for your employee group. After a one-time setup, all your employees' EOBs and claims will be securely gathered and anonymized so we can review the entire group and provide the best plan possible based on how your employees have used their benefits in the past.

Click the button below to get started and I look forward to working with you to make your benefits better.

{Complete registration button}

If you need assistance or have any questions, please let me know.

(NAME of AGENT)  
(NAME of AGENCY)

Need Help?

Email us at (EMAIL) or call (NAME of AGENCY) at (PHONE NUMBER AND CUSTOMER SERVICE HOURS).



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## Signup on Beacon - Reminder (from Broker)

Subject: Reminder - Connecting you to the best benefits with Beacon

Beacon brought to you by (NAME of AGENCY)

Hi {employer contact name},

It looks like you haven't signed up for Beacon yet.

We use a platform called Beacon by TPA Stream that provides secure, HIPAA compliant access to healthcare claims for your employee group. After a one-time setup, all your employees' EOBs and claims will be securely gathered and anonymized so we can review the entire group and provide the best plan possible based on how your employees' have used their benefits in the past.

Click the button below to get started and I look forward to working with you to make your benefits better.

{Complete registration button}

If you need assistance or have any questions, please let me know.

(NAME of AGENT)  
(NAME of AGENCY)

Need Help?

Email us at (EMAIL) or call (NAME of AGENCY) at (PHONE NUMBER AND CUSTOMER SERVICE HOURS).

## Confirming sign up, how to invite employees (from Broker)



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Subject: Welcome to Beacon by TPA Stream

Beacon brought to you by (NAME of AGENCY)

This confirms that your group is signed up for Beacon by TPA Stream.

Please take a moment to add this email address to your address book or as a trusted contact so you do not miss any important communication regarding your plan.

What happens next?

1. If you haven't already, add your employee census to begin. You can track their registration progress through Beacon.
2. Download your Employer Success Kit, which has resources for getting employees involved and invested in the process. Our goal is to make the process as simple and easy as possible for you and your employees, but we know they may have questions. Your Advisor Success Kit includes FAQs, collateral, presentations, templated emails, and more.
3. Once you're signed up, the outreach cadences will begin. We run a standard 2 week communication period and you can track their progress from your dashboard.
4. I will be in touch with you about next steps.

If you need assistance or have any questions, please let me know.

(NAME of AGENT)

(NAME of AGENCY)



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## Employer Frequently Asked Questions

### Q: What is Beacon?

A: Beacon is a HIPAA-compliant online web portal that gathers your Explanation of Benefits (EOBs) from employees' health plan and securely aggregates their plan utilization data so the benefits advisor can better identify and recommend an appropriate benefits plan.

### Q: What information is needed to get started?

A: A census file that includes first name, last name, and email addresses.

### Q: How will my employees know what to do?

A: Your Benefits Advisor will provide you with emails and handouts to deliver to your employees, that will walk them through the simple registration process.

### Q: Will my employees know their data is confidential?

A: Yes, that's the main point iterated in the communication templates. They may, however, come to you or us for a little reassurance. Their data is kept confidential, is never shared with the employer, and is secured and used in the aggregate in accordance with the Health Insurance and Portability and Accountability Act (HIPAA). If they have questions about this, more information is available on Beacon.

### Q: How long does it take to collect the claims data?

A: Initially, it takes up to 24-hours for the data to be transmitted securely to an online database, then it's refreshed daily until the system is turned off.

### Q: What reports will I receive?

A: You will receive a status/completion report, and an aggregate claims report provided by your Benefits Advisor with no personally identifiable information.



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Q: What can I do to ensure the highest participation possible?

A: Employers with the best results either make it a requirement to enroll on the health plan or provide two plan options, allowing employees who chose not to participate to opt into a less rich plan. Another factor that boosts enrollment is offering employees an incentive to participate.

Q: What if not everyone has registered in 2 weeks?

A: We will send two reminder emails to employees that have not yet enrolled.

Q: What if not everyone wants to participate?

A: This is why it's critical to either make it a requirement or provide two health plan options, in order to give employees a choice.

Q: What if my employees need support?

A: We can lend support to anyone who needs support to connect their health plan to Beacon.