

Touch 2 (AE Open)

Creative Samples: Touch 2 (AE Open)

Audience: HDHP Eligible

Subject Line: It's time to enroll in your benefits – learn how an HSA can help you save

Preheader: Choose an HSA-eligible health plan and open a Fidelity HSA®

Link and CTA button direct to educational HSA page



Client Logo

[Firstname] [Lastname]
[Clientname]

Login

A health care choice
that can also help
you save money



Enrollment time is here—it's your chance to compare your health benefit options to find which best fits your budget and health care needs for the year ahead. This could be your year to enroll in an HSA-eligible health plan and open a [Fidelity health savings account \(HSA\)](#).

Here's how an HSA paired with an HSA-eligible health plan can help you save and pay for qualified medical expenses.

HSA-eligible health plans generally have lower premiums and cover preventive care at no cost to you.

A Fidelity HSA® can help you:

- Save money on taxes
- Set aside funds that never expire
- Spend now on qualified medical expenses or invest for your future

Save money and focus on health in the year ahead by considering a Fidelity HSA this enrollment season.

Find out how HSAs work

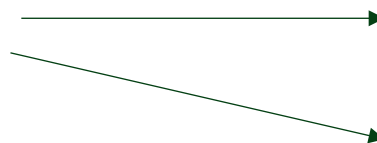
Creative Samples: Touch 2 (AE Open)

Audience: HDHP Enrolled, no HSA open

Subject Line: Enrollment time is here – don't forget to open your HSA

Preheader: You can pair your HSA-eligible health plan with a Fidelity HSA®.

Link and CTA button direct to HSA overview page



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A Fidelity HSA®
can help you
boost savings



It's time to enroll in your benefits and review your health care needs for the year ahead.

You are currently enrolled in an HSA-eligible health plan. A health savings account (HSA) paired with an HSA-eligible health plan is a great way to save and pay for qualified medical expenses.

Open your Fidelity HSA® today to:

- Save money on taxes
- Set aside funds that never expire
- Spend now on qualified medical expenses or invest for your future

Start saving when you [open your HSA](#) today, and make the most of your health plan in the year ahead.

Open HSA

Creative Samples: Touch 2 (AE Open)

Audience: HSA open, no or low contributions

Subject Line: Enrollment time is here – make the most of your Fidelity HSA

Preheader: Your Fidelity HSA® can help you save in the year ahead.



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A Fidelity HSA® can help you stretch your health care dollars



It's time to enroll in your benefits and review your health care needs for the year ahead. Your Fidelity health savings account (HSA) and HSA-eligible health plan are a powerful combination to save and pay for qualified medical expenses.

[Review your contributions](#) at any time. And remember, with your Fidelity HSA®, you can:

- Save money on taxes
- Set aside funds that never expire
- Spend now on qualified medical expenses or invest for your future

Did you know you can contribute to your HSA as needed when qualified medical expenses come up? By contributing to your HSA, you're getting federal tax savings on things you would be paying for anyway.

[Review contributions](#)

Link and CTA button direct to contributions tab (or custom contributions link if applicable)

