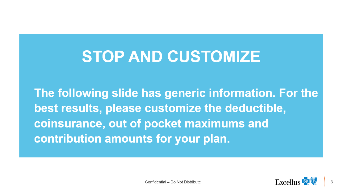
**Creating Confident High Deductible Health Plan Members  
Mapping Out the HDHP Transition Experience**

Thank you for choosing Excellus BlueCross BlueShield. We know that the transition to an HDHP can be confusing for our members which can create additional questions for you as a Human Resources team. We want to make it easier on everyone, so we created this toolkit to help guide the best transition experience possible. Current HDHP members helped test and design this content in hopes of providing new HDHP members everything they need to know.

**Education**Understanding the plan so your employees know what they are signing up for is a critical piece of plan satisfaction. The PowerPoint presentation included in this kit was designed to give you all the content you need to help your employees understand the HDHP before they enroll. The presentation is fully customizable for the benefits your company provides. Open it up and review the slides to include only the ones that are applicable for you. You can customize deductible, out-of-pocket maximum and contribution amounts. It has a talk-track already built into the notes section so if you need to present to your employees, the content is already there. There is also a video link included that you can share with your employees as a quick HDHP overview too.



Look for these slides to know where you should add/change content.

**Ongoing Support and Communication**Employees might understand their plan when they enroll, then forget by the time the plan year begins, so we prepared some ready-to-send emails to help keep the communication ongoing. The emails provide your employees with tips and tricks they can implement as they start to use the plan. We recommend sending the “Getting Started with your High Deductible Health Plan (HDHP)” email the week your plan year begins, then sending the next one two weeks after, continuing until all emails are sent to employees.

🞏 Getting Started with your High Deductible Health Plan (HDHP)   
🞏 Budget and Manage Expenses  
🞏 Find a Doctor / Estimate Medical Costs   
🞏 Your Health Savings Account Contribution   
🞏 High Deductible Health Plan Tools You Can Use   
🞏 Ways to Save

**Employee Materials**We know that you don’t just enroll people in the HDHP once a year; it’s ongoing as your staffing needs change. We packaged together all our best HDHP collateral pieces so you can use them with your employees as needed. These files are ready to be shared electronically or printed as needed. Your Account Manager can order some to be printed and sent directly to your office, too.

🞏 Getting Started with your High Deductible Health Plan (HDHP) - Brochure  
🞏 Free Even with Your HDHP - Flyer  
🞏 Make Preventive Care a Priority – Checklist Handouts (Men, Women, Children)  
🞏 Tips to Get the Most Out of Your Plan

**Additional Opportunities**Other ways you can encourage employees and help set them up for a successful first year on the HDHP is to:

🞏 Encourage them to set up and contribute to a Health Savings Account. If it’s possible, having an employer contribution to the HSA, even just the first year, helps drive plan satisfaction.   
🞏 Direct them to their ExcellusBCBS.com Member Account or the Excellus BCBS Mobile App to track their spending. All employees need to sign up for an account is an email address and their member ID card. The [Quick Start Guide](https://member.excellusbcbs.com/documents/53957/253709/Online+Account+Quick+Start+Guide.pdf/e78a21f7-3b87-c5fc-9814-6cedc80e2742?t=1531840356657) and [How-to Video](https://www.youtube.com/watch?v=ZkY5qsh1L4s) are helpful resources to help get them started.