## Manager Awareness

***Subject line:*** Help us spread the word about ALEX

***Body:***

Dear <Name>,

Open Enrollment can be a stressful time for your team. And while we know you love helping them out, digging into their medical needs to tell them which plans to choose isn’t really part of the job description.

That’s why we have ALEX, an interactive online tool that provides your team with personalized, confidential support before they enroll.

Here are a few things you can share about ALEX if you notice your team looking a little frazzled:

* ALEX uses your estimated health care spending to determine which of our health plans could cover your specific needs for the least amount of money.
* ALEX is offered by <company>, but all of your responses are completely private so you can be honest about your health situation.
* ALEX is available 24/7 from your computer, smartphone, or tablet.

And If you really want to go the extra mile? Block off 15 minutes on everyone’s calendar the week before OE and encourage them to give ALEX a try by going to [www.sampleURL.com](http://www.sampleurl.com).

Thanks,

<Your Signature>