## Passive Enrollment

***Subject Line***: Make sure you’ve still got the best benefits

***Body:***

Hi all,

Just a friendly reminder that Open Enrollment is right around the corner. This year, you only have from <DATE> to <DATE> to make changes to your benefits.

If you don’t take any action, you’ll automatically remain in the plans you chose last year. But we make slight changes to our health plans every year, and your needs might have changed too – which is why we highly recommend letting ALEX help you make sure you’re still on the best plan for your needs.

ALEX is an online tool that asks you questions about your estimated health care spending and then crunches the numbers to show you which of our plans give you the best coverage for the lowest cost. It’s totally confidential and it takes less than 10 minutes to get a full year’s worth of peace of mind.

Give it a try at [www.sampleURL.com](http://www.sampleurl.com), and don’t hesitate to let us know if you have any other questions along the way.

Thanks,

<Your Signature>