

H&W + HSA Creative Samples

Creative Samples: Touch 1 (Pre-AE)

Audience: H&W (FHB) and HDHP Eligible

Subject line: Enrollment time is coming soon. We're here to help make it easy

Preheader: Getting ready is simple and helps you make the most of your benefits.



Client Logo

[Firstname] [Lastname]
[Clientname]

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Get ready to make the most of your benefits for next year

It's almost time to enroll in your benefits. A great way to feel ready for enrollment is to look over your current benefits and think about what health care needs you and your dependents may have in the coming year. When your enrollment window opens, you'll have access to a personalized, guided experience to help you quickly and easily compare plans and confidently choose the plan that best fits your needs.

One of the options available to you will be an HSA-eligible health plan. A health savings account (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. Pair one with a [Fidelity HSA®](#) to:

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

Making the most of your benefits is quick and easy.

[Visit NetBenefits](#)

"Fidelity HSA®" link directs to educational HSA page



CTA button directs to health and insurance summary page



Creative Samples: Touch 1 (Pre-AE)

Audience: H&W (FHB) and HDHP Enrolled, no HSA open

Subject line: Enrollment time is coming soon. We're here to help make it easy

Preheader: Getting ready is simple and helps you make the most of your benefits.



Pre_AE_HW_HSA_597 [[LAST_NAME]]

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Get ready to make the most of your benefits for next year

It's almost time to enroll in your benefits. A great way to feel ready for enrollment is to look over your current benefits and think about what health care needs you and your dependents may have in the coming year. When your enrollment window opens, you'll have access to a personalized, guided experience to help you understand your benefits options and choose with confidence.

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. Start saving when you [open your HSA](#) today.

With a 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

Making the most of your benefits is quick and easy.

[Visit NetBenefits](#)

"open your HSA" link directs to HSA overview page



CTA button directs to health and insurance summary page



Creative Samples: Touch 1 (Pre-AE)

Audience: H&W (FHB) and HSA open, no or low contributions

Subject line: Enrollment time is coming soon. We're here to help make it easy

Preheader: Getting ready is simple and helps you make the most of your benefits.

"reviewing your contributions" link directs to contributions tab (or custom contributions link if applicable) →

CTA button directs to health and insurance summary page →



Pre_AE_HW_HSA_598_1452 [[LAST_NAME]]

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Get ready to make the most of your benefits for next year

It's almost time to enroll in your benefits. A great way to feel ready for enrollment is to look over your current benefits and think about what health care needs you and your dependents may have in the coming year. When your enrollment window opens, you'll have access to a personalized, guided experience to help you understand your benefits options and choose with confidence.

Your health savings account (HSA) and HSA-eligible health plan are a powerful combination to save and pay for qualified medical expenses. As enrollment time approaches, consider [reviewing your contributions](#) to make the most of your HSA.

You have the flexibility to fund your Fidelity HSA® in different ways:

- Contribute as you need to pay for qualified medical expenses
- Make regular contributions from your paycheck

Plus, HSA funds never expire—you can spend now or invest for the future.

Making the most of your benefits is quick and easy.

Visit NetBenefits

Creative Samples: Touch 1 (Pre-AE)

Audience: H&W (FHB) and HSA open, contributing

Subject line: Enrollment time is coming soon. We're here to help make it easy

Preheader: Getting ready is simple and helps you make the most of your benefits.

Note that IRS limits shown vary by <55 and 55+

CTA button directs to health and insurance summary page



Pre_AE_HW_HSA_1453 [[LAST_NAME]]

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Get ready to make the most of your benefits for next year

It's almost time to enroll in your benefits. A great way to feel ready for enrollment is to look over your current benefits and think about what health care needs you and your dependents may have in the coming year. When your enrollment window opens, you'll have access to a personalized, guided experience to help you understand your benefits options and choose with confidence.

You already save and pay for qualified medical expenses with your Fidelity HSA® that is paired with an HSA-eligible health plan. Keep up the good work. You can review your contributions and investing options at any time on NetBenefits®.

In 2027, annual HSA limits will be \$4,500 for individual coverage and \$9,000 for family coverage.

Making the most of your benefits is quick and easy.

Visit NetBenefits

HSA Creative Samples

Creative Samples: Touch 1 (Pre-AE)

Audience: HDHP Eligible

Subject Line: Enrollment time is coming soon. Learn how an HSA can help you save

Preheader: Pairing an HSA with an HSA-eligible health plan can be a smart move.



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Open a Fidelity HSA® to help save for qualified medical expenses

The time to choose your benefits is coming soon, and one option available to you will be an HSA-eligible health plan. A health savings account (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.

Pair one with a [Fidelity HSA®](#) to:

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

Find out how HSAs work

Link and CTA button direct to educational HSA page

Creative Samples: Touch 1 (Pre-AE)

Audience: HDHP Enrolled, no HSA open

Subject Line: Enrollment time is coming soon. Learn how the Fidelity HSA® can help you save

Preheader: Pair an HSA with your HSA-eligible health plan.



Pre_AE_HSA_597 [[LAST_NAME]]

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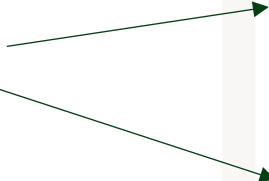
It's almost time to choose your benefits. You are currently enrolled in an HSA-eligible health plan. A health savings account (HSA) paired with an HSA-eligible health plan is a great way to save and pay for qualified medical expenses.

Start saving when you [open your HSA](#) today. With the 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

[Open HSA](#)

Link and CTA button direct to HSA overview page



Creative Samples: Touch 1 (Pre-AE)

Audience: HSA open, no or low contributions

Subject Line: Your Fidelity HSA® can help you save for qualified medical expenses

Preheader: When you maximize your contributions to your HSA, you can maximize your savings.



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Your Fidelity HSA® can help you save even more



It's almost time for you to choose your benefits. Your health savings account (HSA) and HSA-eligible health plan are a powerful combination to save and pay for qualified medical expenses. As enrollment time approaches, consider [reviewing your contributions](#) to make the most of your HSA.

You have the flexibility to fund your Fidelity HSA® in different ways:

- Contribute as you need to pay for qualified medical expenses
- Make regular contributions from your paycheck

Plus, HSA funds never expire—you can spend now or invest for the future.

What's great about an HSA is that the more you can contribute, the more you can save.

Review contributions

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

Creative Samples: Touch 1 (Pre-AE)

Audience: HSA open, contributing

Subject Line: Enrollment time is coming soon

Preheader: Continue to make the most of your Fidelity HSA®



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It's almost time to enroll in your benefits. You're already saving and paying for qualified medical expenses with your Fidelity health savings account (HSA) that is paired with an HSA-eligible health plan. Keep up the good work. You can review your contributions and investing options at any time on NetBenefits®.

Maximize your contributions

In 2027, annual HSA limits will be \$4,500 for individual coverage and \$9,000 for family coverage.

[Visit NetBenefits](#)

Note that IRS limits shown vary by <55 and 55+

CTA button directs to HSA overview page

