

EMAIL CAMPAIGN

Audience 1: HDHP ELIGIBLE BUT NOT ENROLLED

Touch 1: 2-3 weeks before AE begins

SUBJECT: Get the #1 HSA and all the tax savings with it

PREHEADER: Annual enrollment is your chance to discover the benefits of an HSA-eligible health plan and a Fidelity HSA®.

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IT'S YOUR YEAR TO TAKE CONTROL OF YOUR HEALTH CARE SPENDING

Annual enrollment—your chance to get a Fidelity HSA®.

[Learn more](#)

Annual enrollment is almost here, and it's your chance to make this your year. Enroll in an HSA-eligible health plan and open the #1 HSA from Fidelity¹.

THREE UNIQUE TAX BENEFITS²

FUNDS NEVER EXPIRE

SPEND NOW OR INVEST FOR THE FUTURE

So, make this your year to take control of your health care spending by enrolling in an HSA-eligible health plan and opening a Fidelity HSA®. [Learn more](#)

Download the free Fidelity Health® app to manage your accounts whenever—and wherever—you want.



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Investing involves risk, including risk of loss.

¹Morningstar rated 10 retail HSA providers for HSAs as a spending account to cover current medical costs and HSAs as an investment account to save for future medical expenses. Results published in "2022 Health Savings Account Landscape."

²With respect to federal taxation only. Contributions, investment earnings, and distributions may or may not be subject to state taxation. See your tax professional for more information on the state tax implications of HSAs.

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Touch 2: 0-1 week before AE begins

SUBJECT: Don't miss getting the #1 HSA during annual enrollment

PREHEADER: Remember, annual enrollment is your chance to become eligible for an HSA.

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DON'T FORGET TO MAKE THIS YOUR YEAR TO GET THE #1 HSA

Annual enrollment is your chance to get a Fidelity HSA®.

[Learn more](#)

With annual enrollment upon us, your best chance to get the #1 HSA from Fidelity¹ is finally here (when you enroll in an HSA-eligible health plan). So, make this your year to get everything this HSA has to offer.

A WAY TO LOWER INCOME TAXES²

FUNDS TO USE NOW OR IN THE FUTURE

CONVENIENT & EASY TO USE APP

Still deciding whether an HSA-eligible health plan and HSA are right for you? We can help. [Learn more](#)

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It's your year

Touch 1: 2-3 weeks before AE begins

SUBJECT: A Fidelity HSA® can be a great addition to your health plan
PREHEADER: Your current health plan is HSA-eligible giving you the chance to take advantage of all the benefits of a Fidelity HSA®.

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IT'S YOUR YEAR TO GET MORE FROM YOUR HEALTH BENEFITS

Annual enrollment—the perfect time to open your Fidelity HSA.

[Open an HSA](#)

With annual enrollment approaching, keep in mind that you're eligible for the #1 HSA from Fidelity.¹ Without changing your health plan, you can open an HSA and get everything it has to offer.



THREE UNIQUE TAX BENEFITS²



FUNDS NEVER EXPIRE



SPEND NOW OR INVEST FOR THE FUTURE

Why not make this your year to get the most from your health plan?
[Open an HSA](#)

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Touch 2: 0-1 week before AE begins

SUBJECT: Remember: Open a Fidelity HSA® to pair with your health plan
PREHEADER: Your current health plan is HSA-eligible giving you the chance to take advantage of all the benefits of a Fidelity HSA®.

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OPEN A FIDELITY HSA® TO MAKE THE MOST OF YOUR HEALTH BENEFITS

Annual enrollment—the perfect time to open your Fidelity HSA.

[Open an HSA](#)

Annual enrollment is your chance to make the most of your health benefits by opening the #1 HSA from Fidelity.¹ You already have an HSA-eligible health plan, you just have to open an HSA to take advantage of these benefits:



TAX FREE MONEY²—FUNDS NEVER EXPIRE



USE FUNDS TODAY OR INVEST FOR FUTURE USE



CONVENIENT & EASY TO USE APP

Why not make this your year to get the most from your health plan?
[Open an HSA](#)

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It's your year

Touch 1: 2-3 weeks before AE begins

SUBJECT: You've got an HSA—now make the most of it

PREHEADER: When you contribute to your HSA, you can maximize its benefits.

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THE MORE YOU PUT INTO YOUR HSA —THE MORE YOU GET OUT OF IT

Set up automatic pre-tax contributions from your paycheck.

[Review contributions](#)

Did you know you can contribute to your Fidelity HSA® whenever you want—not just through your paycheck? HSA on the GoSM helps you manage spending as you need it, and still get the benefits.

- 1 Load** only the money you need into your HSA
- 2 Pay** for qualified medical expenses with the app or debit card
- 3 Save** money at tax time

[Review your contributions now](#)

Download the free Fidelity Health® app to manage your accounts whenever—and wherever—you want.



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Touch 2: 0-1 week before AE begins

SUBJECT: Make the most of your HSA—there's still time.

PREHEADER: Don't forget to contribute to your HSA so you can maximize its benefits.

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MAX OUT YOUR HSA FOR MAXIMUM BENEFITS

There's still time to take advantage of your Fidelity HSA.

[Review contributions](#)

A Fidelity HSA® helps you save when you pay for qualified medical expenses. So, whether you set up pre-tax contributions through your paycheck or add funds on the go, you're saving money at tax time.

- THREE UNIQUE TAX BENEFITS¹**
- FUNDS NEVER EXPIRE**
- SPEND NOW OR INVEST FOR THE FUTURE**

[Review your contributions now](#)

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