

Employer Email Template #1 – Truemed+Clarity Launch

Purpose:

This email is intended to introduce employees to the Clarity + Truemed enhancement and build awareness that HSAs and FSAs may cover more than traditional medical expenses when aligned with IRS guidelines and supported by proper documentation.

Recommended Timing:

Send this email shortly after launch, during onboarding periods, or at the start of a new plan year.

Recommended Use:

Customize the email with your company branding, benefits contact information, and the applicable landing page link before distributing to employees. This email works well as:

- An HR announcement email
- An Open Enrollment communication
- A benefits education campaign touchpoint
- A featured article in an internal newsletter

Goal:

Drive employee awareness, engagement, and understanding of how pre-tax funds may be used for additional eligible health interventions.

Suggested Email Copy

Subject: Your HSA or FSA May Cover More Than You Think

Employees often think of HSAs and FSAs as accounts used only for doctor visits, prescriptions, or routine healthcare expenses. However, under IRS guidelines, certain additional health interventions may also qualify when recommended by a licensed practitioner and supported by proper documentation.

Through our benefits partnership with Clarity and Truemed, eligible employees may now be able to use HSA or FSA funds for certain evidence-based health interventions tied to the prevention, treatment, or mitigation of specific medical conditions.

Depending on individual eligibility, this may include:

- Fitness equipment
- Sleep and recovery tools
- Health tracking devices
- Light therapy
- Adaptive footwear

- Weight management support
- Other qualifying interventions

Why this matters:

- Use pre-tax dollars for additional eligible expenses
- Potentially save money through tax advantages
- Get more value from your benefits

How it works:

1. Browse eligible products
2. Complete a health assessment
3. Receive review from a licensed practitioner
4. Obtain documentation needed for compliant HSA/FSA use

As you think about future healthcare and wellness-related expenses, this may help you make more informed benefit contribution decisions during Open Enrollment as well.

Learn more here:

[Your Guide to Purchasing Through TrueMed](#)

[Visit Your Custom TrueMed Store](#)

Eligibility is based on individual medical needs and practitioner approval. Documentation requirements apply in accordance with IRS guidelines.

Employer Email Template #2 – Ongoing Reminder / Open Enrollment Planning Email

Purpose:

This email is designed to serve as an ongoing reminder throughout the year and is especially effective during Open Enrollment periods when employees are making HSA and FSA contribution decisions.

Recommended Timing:

Use during:

- Open Enrollment
- Mid-year benefits reminders
- FSA/HSA planning periods
- Year-end engagement campaigns

Recommended Use:

Encourage employees to think ahead about potential eligible expenses they may want to plan for in the upcoming year. This email helps reinforce the value of contributing enough to maximize the tax advantages available through HSAs and FSAs.

Goal:

Increase contribution awareness, support proactive benefits planning, and encourage employees to maximize the value of their pre-tax healthcare dollars.

Suggested Email Copy

Subject: Plan Ahead During Open Enrollment to Maximize Your HSA or FSA

Open Enrollment is a good opportunity to think beyond traditional healthcare expenses when planning your HSA or FSA contributions for next year.

Many employees are surprised to learn that certain evidence-based health interventions may qualify for HSA or FSA reimbursement when recommended by a licensed practitioner and supported by proper documentation.

Depending on individual eligibility, qualifying expenses may include:

- Fitness equipment
- Recovery and mobility tools
- Sleep support devices
- Weight management programs

- Health tracking technology
- Other interventions tied to diagnosed medical conditions

If you are considering a larger eligible purchase next year, planning your HSA or FSA contributions during Open Enrollment may help you:

- Increase your pre-tax savings
- Reduce taxable income
- Better prepare for future healthcare-related expenses
- Get more value from your employee benefits

Using pre-tax dollars can make eligible purchases significantly more affordable.

Through Clarity and Truemed, eligible employees can complete a health assessment reviewed by a licensed practitioner to determine qualification and receive the documentation needed for compliant use of HSA or FSA funds.

Learn more here:

[Your Guide to Purchasing Through TrueMed](#)

[Visit Your Custom TrueMed Store](#)

Please remember that eligibility is determined on an individual basis and requires practitioner review and supporting documentation in accordance with IRS guidelines.