# Email Templates and Best Practices

Educating employees on the potential uses of their HSA/FSA encourages them to **use—and even fund—these accounts**, leading to more engaged and satisfied employees.

## Communication Tips

1. **Send HSA/FSA reminder emails** **monthly or quarterly**, especially around:
* **Open Enrollment** (Oct–Dec): This is the best time to drive additional participation and increase election amounts.
* **FSA expiration deadlines** (Nov-Dec): Don’t let employees leave FSA dollars unspent. Help them understand ways they may be able to use their funds.
* **New Year health resets** (Jan): New Years Resolutions are a great time to start new behaviors and invest in your health.
* **Mid-year. summer check-in** (May-June): Employees can lose track of their accounts and it is a good time to remind them of the benefits and ways to use their accounts and avoid end-of-year scramble.
* **Back to School** (Aug-Sept): Much like New Years, Back to School can serve as a reset of expectations, schedules and health and lifestyle behaviors.
1. **Be sure to emphasize the benefits in your subject line.**
* Open Enrollment is here: Don’t forget to estimate your FSA/HSA spend
* Save ~30% Using HSA/FSA Funds
* You may be eligible to use FSA/HSA Funds on Health and Lifestyle Interventions
* Have you maximized your FSA/HSA? You might be missing out on key health and lifestyle interventions.
* Paying with HSA/FSA = ~30% Savings
* FSAs are not just for prescriptions and band-aids. See what you might be missing.
1. **Identify internal champions to share their experiences using FSA/HSA funds for health and lifestyle interventions.**

Trying something new often comes with hesitation—but trust among colleagues makes all the difference. When employees share their experiences, the momentum builds: benefits become contagious, stories circulate, and collective confidence takes root.

## Email Templates

**EMAIL SAMPLE 1: General, reminder email**

**Subject:** You may be eligible to use FSA/HSA Funds on Health and Lifestyle Interventions
**Body:** **Did you know your FSA/HSA funds may be used on Health and Lifestyle Interventions?**

Every dollar spent with FSA and HSA funds is like receiving a 30% off coupon\*. Many dual-purpose health items may be eligible for FSA/HSA reimbursement—if prescribed through a Letter of Medical Necessity (LMN). Truemed simplifies access to LMNs for qualified individuals, helping you use tax-advantaged funds for items like:

* Fitness memberships and equipment
* Supplements
* Health tracking tools and apps

With over 90% of Americans estimated to be affected by one or more conditions—such as obesity, hypertension, respiratory issues, joint pain, heart disease, or chronic sleep problems—eligibility is more common than you might think.

**How Truemed Works**

1. [**Shop for items**](https://www.truemed.com/shop) **(or filter by health condition)**
Browse Truemed’s selection of potentially eligible products and add to your cart. When checking out, select “Truemed – Pay with HSA/FSA”.
2. **Complete health assessment**
Take a private health survey that you can find in your order confirmation. A licensed provider will review your answers to determine eligibility. If eligible, you’ll receive a Letter of Medical Necessity (LMN) within 1–2 days.
3. **Submit for HSA/FSA Reimbursement**
Follow the instructions that are emailed to you with your LMN to submit your purchase to your HSA/FSA administrator for reimbursement. Claims are typically paid out in 1–2 weeks.

[**Learn more**](https://www.truemed.com/shop)

**Truemed is on a mission to make true medicine affordable.**
You can learn more about them [here](https://www.truemed.com).

*\*On average, 30% of gross income is paid to state and federal tax. Individual tax rates vary. To see your estimated savings, checkout the* [*TrueSavings Estimator.*](http://truemed.com/savings-estimator)

**EMAIL SAMPLE 2: Open Enrollment**

**Subject:**  Open Enrollment is Here: Don’t forget to include health and lifestyle interventions when you estimate your FSA/HSA Spend

**Body:** Open Enrollment is here and that means it’s time to set your Flexible Spending Account (FSA) election or Health Savings Account (HSA) contribution amounts. Every dollar spent with FSA and HSA funds is like receiving a 30% off coupon\*.

When setting your election or contributions, don’t miss out on key uses for these accounts.

**Typical uses for FSA and HSA funds**

* Medical co-payments and co-insurance
* Prescription drugs
* Over-the-counter drugs and medical supplies
* Dental and vision expenses

**Potentially eligible expenses for FSA and HSA funds**

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**Wondering if you qualify?** Prior to purchase, just complete a private, personalized health assessment. A licensed provider will review your responses to determine LMN eligibility.

[**Browse Potentially Eligible Products**](https://www.truemed.com/shop)

*Pro tip: Use the filters to search for eligible products by health category.*

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