American Heart Association®
Well-being Works Better™

Health Benefits Literacy Video Series Toolkit

Well-being Works Better™ resources for employers



Employer Toolkit

Prepare · Share · Repeat

wellbeingworksbetter.org

American Heart Association.

The Toolkit in Three Steps



Prepare

Choose your rollout date and channels



Share

Embed the videos and add context



Repeat

One video a week, or by topic

A note on the sample copy: The sample copy in this toolkit is a starting point. Please adapt the wording, tone, and details so it flows best from your organization and sounds like your own voice.

Step 1: Prepare

Decide when to roll out — and where employees will see it.

Choose a start date, then select the channels that reach your people. Use one channel or all of them.

Your Rollout Plan
Start date + channels

01

DECIDE WHEN
Open enrollment, onboarding or a benefits fair.

02

KEEP IT GOING
A wellness campaign or year-round education.

03

SELECT CHANNELS
Intranet, benefits portal or newsletter.

04

REACH EVERYONE
Teams, Slack, HR email or digital signage — or all of them.

Step 2: Share — Embed the Videos

Web hub with all videos

https://www.wellbeingworksbetter.org/benefitsliteracy

Individual video links

Five Key Health Insurance Terms Explained
https://youtu.be/QmRoc8oy1AY

How to Choose a Health Plan in Just Two Questions
https://youtu.be/U6ulP3dCrSg

Understanding Out of Pocket Costs
https://youtu.be/fLdF7YHFsDE

Maximizing Your Health Benefits
https://youtu.be/hvZ1eHQYWhk

HSA vs. FSA: What Is the Difference?
https://youtu.be/Ajl5bmwTSG8

Step 3: Repeat Over Time

Share one video per week or spotlight topics when they are most relevant.

COPY + PASTE

Sample Employee Communications

Newsletter, Teams, Slack, intranet, manager and benefits fair copy

American Heart Association.

Sample Newsletter Copy

Short Blurb

New: Health benefits made easier. Understanding health benefits can be challenging. This brief video series helps to explain common benefits concepts in simple, practical language. Watch the first video today and rewatch the series whenever you need a refresher. [LINK]

Open Enrollment Blurb

As you review your benefits options, take a few minutes to watch this short video series on common health benefits concepts. These videos can help explain key terms, costs, plan choices and ways to make the most of your benefits as you head into the new plan year. [LINK]

Sample Newsletter Copy (continued)

Year-round Blurb

Benefits questions do not end after open enrollment. Whether you are using care, comparing costs or reviewing available services, understanding your benefits can help you make more informed decisions. Explore this short video series for quick, practical explanations. [LINK]

HSA/FSA Spotlight Blurb

Health Savings Accounts (HSA) and Flexible Spending Accounts (FSA) can be useful tools for managing eligible health expenses, but they are often misunderstood. Watch this short video to learn the basic differences between an HSA and an FSA and how to ask better questions about what may be available through your plan.[LINK]

Sample Teams Copy

Launch	New resource: We are sharing a short Health Benefits Literacy Video Series to help explain common health insurance and benefits concepts in plain language. Start here: [LINK]
Renewal	Reviewing or renewing benefits? These short videos can help explain common terms, costs, plan considerations and HSA/FSA basics before you make decisions. Watch here: [LINK]
Year-round	Benefits education is useful beyond enrollment. Save this video series for whenever you need a quick refresher on coverage, costs or savings options. [LINK]

Sample Slack Copy

Launch	New resource: These short videos can help make health benefits easier to understand. Watch the first videos here: [LINK]
Anytime	Benefits questions can come up at any time of the year. Bookmark this video series for quick explanations of common health benefits concepts and terminology [LINK]
HSA vs. FSA	Confused about HSA vs. FSA? This short video explains the basics in plain language: [LINK]

Sample Intranet Copy: Direct to Employees

Headline: Health Benefits Literacy Video Series

Understanding health benefits can support your decision-making around care, costs and available support. This short video series from the American Heart Association explains common health benefits concepts. Use the videos during open enrollment, onboarding or any time you need a quick refresher.

CTA: Watch the series [LINK]

Manager Talking Points

1. These videos are designed to help employees better understand common health benefits concepts.
2. The videos are for educational purposes only. They do not replace plan-specific guidance.
3. Employees should contact HR or their insurer with questions about their own coverage.
4. The videos may be useful during open enrollment, onboarding, benefits fairs or as year-round reminders.
5. Encourage employees to watch the relevant video before asking detailed benefits questions; it may help them know what to ask.

Benefits Fair + QR Code Activation

Health benefits explained simply.

QR code signage: Scan to watch short videos that explain common health benefits concepts, including terms, costs, plan choices and HSA/FSA basics.

01

PREVIEW

Have the video series previewing at your table.

02

SCAN

Scan the QR code to watch now or save the link for later.

03

SET EXPECTATIONS

The videos are for educational purposes only and don't directly tie back to our health plan.

04

ASK

HR and your insurer can help answer any specific questions.

Prepare. Share. Repeat.

Help employees understand their health benefits — one short video at a time.

Health Benefits Literacy Video Series

wellbeingworksbetter.org/benefitsliteracy

American Heart Association.