## Subject Lines

* Meet Paytient, a smarter way to pay for healthcare
* The best benefit you didn’t know you had
* Introducing a new way to help members pay for healthcare
* Introducing a no-cost benefit that makes healthcare more affordable
* Meet Paytient: a benefit that makes healthcare costs more manageable
* Did you know you had this benefit?
* Introducing a benefit your team will love (and use)

## Email Copy

Hi {{first name}},

I’m writing to share some news about an additional benefit available to your people through the Chamber Benefit Plan offered by the Missouri Chamber of Commerce and Industry and Anthem Blue Cross and Blue Shield: **Paytient**. It’s a simple way to help members manage out-of-pocket healthcare costs when they need care most.

Paytient is a new type of benefit called a Health Payment Account (HPA), giving employees access to a small line of credit to cover medical and pharmacy expenses upfront. They can then choose an interest-free repayment plan that works for their budget.

What’s important to note is that **there’s no cost to you or your employees to use Paytient—it's covered as part of the Chamber Benefit Plan.**

More details are available at [paytient.com/cbp-toolkit](http://paytient.com/cbp-toolkit), but if you have any questions, feel free to reach out. This could be a helpful option for your team to manage those unexpected healthcare expenses.

Best regards,

{{Your name}}

Hi {{first name}},

Healthcare costs can sometimes be unexpected and overwhelming for employees. The Chamber Benefit Plan offered by the Missouri Chamber of Commerce and Industry and Anthem Blue Cross and Blue Shield includes an additional benefit that eases that burden by offering members a simple, interest-free way to pay for out-of-pocket healthcare expenses over time.

**Paytient** is a new benefit called a Health Payment Account (HPA), which enables members to tap into a small line of credit to pay out-of-pocket medical and pharmacy costs upfront and choose an interest-free payment plan that fits their budget.

Members who are eligible for Paytient through the Chamber Benefit Plan can access a $1,000 revolving line of credit for employee-only plans and $2,000 for employee + dependent(s) enrollees. Paytient is legally required to ask a couple of questions regarding ability to pay during sign up, but there are no credit checks required. The cost of offering Paytient to your people is covered by the Missouri Chamber of Commerce and Industry as part of the Chamber Benefit Plan. To qualify, you must have 2–50 eligible employees enrolled in the Chamber Benefit Plan medical plan, must be domiciled in Missouri, and must be a member of the Missouri Chamber of Commerce and Industry or your local affiliated chamber of commerce.

Learn more and access ready-to-use resources for spreading the word to your team at [paytient.com/cbp-toolkit](http://paytient.com/cbp-toolkit), but if you have any questions, please reach out.

Best regards,

{{Your name}}

Hi {{first name}},

I wanted to quickly highlight a benefit included in the Chamber Benefit Plan that might be helpful to your people—**Paytient**.

Paytient provides your employees with access to a small line of credit to pay for out-of-pocket medical and pharmacy expenses. Here’s the key information you need to know:

* **How it works**: Members use their Paytient card to pay for eligible healthcare costs upfront, and repay the balance over time with a payment plan that fits their needs.
* **No interest, fees, or credit check**: Unlike a credit card or loan, there are no fees or interest when using a Paytient card to pay for care. While Paytient is legally required to ask a couple of questions regarding ability to pay during enrollment, there is no credit check required to determine eligibility.
* **Cost and eligibility**: The cost of offering Paytient to your people is covered by the Missouri Chamber of Commerce and Industry as part of the Missouri Chamber Benefit Plan. To qualify, you must have 2–50 eligible employees enrolled in the Chamber Benefit Plan medical plan, must be domiciled in Missouri, and must be a member of the Missouri Chamber of Commerce and Industry or your local affiliated chamber of commerce.

You can learn more and access ready-to-use resources for spreading the word to your team at [paytient.com/cbp-toolkit](http://paytient.com/cbp-toolkit), but if you have any questions, please reach out.

Best regards,

{{Your name}}

Hi {{first name}},

I’m writing to bring your attention to a benefit included in your healthcare plan that you might not have known that you have: **Paytient**.

Offered as part of the Chamber Benefit Plan, Paytient enables members to tap into a small line of credit to pay out-of-pocket medical and pharmacy costs upfront and repay over time by selecting a payment plan that fits their budget. Paytient never charges fees or interest, and there is no credit check required.

The best part? The cost of offering Paytient to your people is covered by the Missouri Chamber of Commerce and Industry. To qualify, you must have 2–50 eligible employees enrolled in the Chamber Benefit Plan medical plan, must be domiciled in Missouri, and must be a member of the Missouri Chamber of Commerce and Industry or your local affiliated chamber of commerce.

To learn more and access ready-to-use resources for spreading the word to your team, visit [paytient.com/cbp-toolkit](http://paytient.com/cbp-toolkit). If you have any questions in the meantime, please reach out.