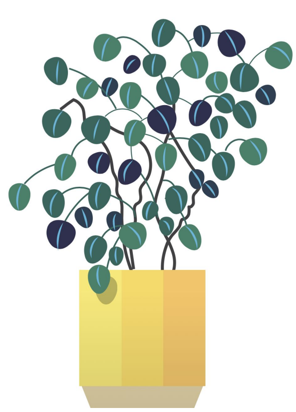
Frequently Asked Questions and ALEX Glossary

We've compiled some of our most common asked questions during implementation just for you! We even included an ALEX Glossary to help guide you through implementation. If your question isn't answered here, have no fear! Reach out to your Account Manager or Implementation Manager to get help with any other questions.



Jellyvision®

Got questions about implementation? Well, we've got you covered!

What's expected of me during ALEX implementation?
First, we'll need you to send over your plan documents (things like eligibility info, premiums, SBCs, etc.). After you send that over, we'll do the heavy lifting to get your information entered into ALEX Builder, our backend system. You'll have an opportunity to confirm the details we have in ALEX Builder, as well as, review and provide feedback on releases of ALEX. Reviewing ALEX can be the most time-consuming element of the implementation process. We highly recommend blocking off some time for your initial review of ALEX to help avoid delays later on. But don't worry, your implementation team will go over the tools and resources we have to help make sure that reviewing ALEX is as light of a lift for you and your team as possible!

What do you mean by Releases?
A Release is a drafted version of your ALEX conversation that you can review before your official ALEX launch. Depending on your package type, you'll generally use 2-3 Releases before Launching ALEX (that means 2-3 times to review ALEX to make sure that the final version looks perfect!). To make things easier on your end, we ask you to incorporate your biggest Plan Year changes or any new content into your First Release - that way, your subsequent Releases are focused on "putting the final touches" on ALEX. You get a set number of contracted Releases for each ALEX product.

Will my feedback change the conversation in real time?
Feedback that you provide for a Release does not show up in real time; for example, if you've provided changes while Reviewing Release 1, you'll see those Reflected in Release 2 - that's why we emphasize getting your biggest changes out of the way first.

What sort of feedback can I provide?
Maybe there is a typo on the plan details page for retirement, or the coinsurance % for specialist visits needs to be updated - these are all things we need your feedback on to make sure ALEX is 100% ready to go for your employees. You know your benefits best, and any and all feedback is welcome! There is certain content that is hard-coded in ALEX, which means that we can't change those sections without customization ($$). We'll let you know if any feedback you send over fits into the hard-coded category, and what your options are from there.

How should I send my feedback?
Your implementation team will go over all of the review tools available for providing feedback. But a general rule of thumb is to make sure that you provide the Jellyvision team with a screenshot of exactly what's wrong in ALEX. Also, be sure to tell them what the correct information should be, so we know how to fix it!

What's the difference between "customizable" vs. "configurable"?
Any change made that can be made within ALEX Builder is considered configurable. Our software is built to adapt the ALEX conversation to fit a wide variety of specific benefit plan details. We can add text notes and non-interactive text modules at no extra cost. If you'd like to change content that is not configurable, you'll work with your Account Manager and Implementation team to discuss the customization options available to you, as well as the pricing.

What happens when we're ready to launch ALEX?
After your team has completed your completed your ALEX review, we just need you to email your Implementation Manager letting them know that we have approval to launch your ALEX products.

FREQUENTLY ASKED QUESTIONS

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How can I promote ALEX to employees?
Your Account Manager will help you develop a marketing plan based on your goals for your ALEX launch. They'll also walk you through the marketing materials available on ALEX Central that you can use to support that goal.

Our enrollment period is over, what happens with ALEX?
Your ALEX conversation is still available to your employees after enrollment has ended. ALEX Benefits Counselor will automatically go into what we call "New Hire Mode" once your enrollment window has passed. That means that after ALEX's initial questions, users will be asked if they were recently hired or had a qualifying event.

Does the link change when ALEX switches to "New Hire Mode" after our enrollment period?
Nope! The final link of your plan year's ALEX conversation will not change when ALEX switches to "New Hire Mode."

Who will I be working with from Jellyvision?
Depending on your package, you will have a slew of Jellyvision pals excited to work with you! However, your Account Manager and Implementation Team will be your many crew.

Account Executive - Your Account Executive will work with your team at the contracting phase.

Account Manager - Your Account Manager is your year-round point of contact that can help you with ALEX products marketing and promotion, usage analytics, and more. They are supported by a **Customer Success Rep**, who is also there to support with any questions that you may have.

Implementation Team/Manager - They will work to make updates to ALEX. They'll analyze your benefits to ensure the correct info is in ALEX and work closely with our internal teams to make sure that everything flows smoothly, and the final product looks good!

Communications Strategy Manager - Do you have Benefits Communications in your ALEX package? If so, Communications Strategy Managers will be your communications expert extraordinaire and work with you to put together Benefits reminders for your employees that reflect the tone of your company.

Someone on my review team is having trouble logging into Builder, what should they do?
If you or someone on your review team is having trouble logging in, please try the following steps to gain access:

1. Clear your browser history and then close all open browser windows. Chrome browser is recommended.
2. Use this link to log in to ALEX Central and visit Implementation Tools to login to Builder.
3. If you forgot your password, you can reset it by selecting "Forgot Password" and trying again.

If you're still having trouble, please confirm the email address you're using (including capitalization) and send us a screenshot of the error you're getting so we can further assist.

Can we make changes to ALEX after launch?
Yes, reach out to your implementation team if there are changes you need to make after launch, they can send over a timeline detailing your review period and relaunch date. Keep in mind that each time we make changes to ALEX, it requires a contracted Release.

How are IRS limits updated in ALEX?
Know that our teams are monitoring all IRS announcements so that when any changes are made, we work to get them rolled out as timely and efficiently as possible!

Updates to HSA and retirement limits in ALEX are made universally on a product level. New FSA limits are auto-updated if you've chosen this option during your Benefits Review. We can also manually update the FSA limits in ALEX Builder to sync to ALEX - this allows us to make the change more quickly, however will mean we will have to manually update any future limit changes.

Don't forget to checkout the ALEX Glossary starting on the next page!

ALEX GLOSSARY

Term	Definition
ALEX Builder	Our backend system, where we input your benefits information. Changes made through ALEX Builder will reflect in the ALEX conversation when a release is sent. This tool can be accessed through ALEX Central.
ALEX Conversation / ALEX Benefits Counselor	The interactive tool that employees utilize throughout their benefits selection process. Through a series of questions about an employee's health care needs, this tool helps employees decide which benefits are right for their lifestyle and makes plan recommendations that best fit their needs. The interactive conversation educates employees about their employer's benefits and potential savings.
Builder Review	An optional call that allows you to access your backend tool, Builder, and review the information we have input for you before receiving your first Release. This call serves as a Builder refresher where your implementation team will walk you through the backend tool and offer review tips you can use throughout your implementation.
Customization	Changing the core content of ALEX through a custom moment or module in the conversation. Jellyvision can make changes to audio, logic, text, or animation for a cost.
Details Page(s)	A text summary of all the information in the module. Detail Pages are printable! Please note, most of the information on the Details Page is hard coded.
Eligibility Questions	ALEX Benefits Counselor makes recommendations on benefit selections by learning about employees and their lifestyle. All employees are asked a series of Eligibility Questions to determine which of the employer-provided plans they are eligible for. The answers to these questions, and details on expected usage, get fed into our Calculator service and then ALEX makes benefits recommendations. Jellyvision can add custom Eligibility Questions to account for customer-specific details and restrictions like union inflation, hours worked, years at the company, etc.
Features and Products	Additional Benefits Counselor package add-ons designed to enhance user experience while making benefits elections. **-Link to features and products pdf**

ALEX GLOSSARY

Term	Definition
Hard-coded Content	This refers to the content in ALEX that cannot be changed without customization. Some examples include: the animation, audio of ALEX's voice, how calculations are made and certain text.
Launch (or Launch Approval)	The term of launching refers to your ALEX Benefits Counselor and Features going live! We will need your official approval in writing to confirm that we are ready to launch.
Module	A "module" in ALEX refers to an individual section, or "chapter," of the conversation that's specific to a particular benefit offering. Modules can be found in the drop-down menu as distinct units. For example, Medical, Dental and Vision are all core benefit Modules.
Non-Interactive Text-Only Module	Extra text-only modules are places where we can add information on additional benefits that aren't represented in our core benefit modules, such as Pet, Legal or Auto Insurance. Please note, there is a limit on the number of text-only Modules you are able to have.
Release	A Release is a "rough draft" version of ALEX that your team will be able to review and provide feedback on before launching. To view your Release, your Implementation Manager(s) will send you a review link. Please note, your review link should not be shared with your employees.
RFI: Request for Information	This is a form we send you to get specific information needed for a particular element of ALEX (for example, which information points you want to highlight for your Sneak Peek videos, etc.)
Text Note	Extra content that can be added in specific places in ALEX to highlight or add information about a certain benefit.

ALEX GLOSSARY

Acronym	Definition
AE/OE	Annual Enrollment/ Open Enrollment
BC	Benefits Counselor
BSP	Benefits Sneak Peek
DCFSA	Dependent Care FSA
FSA	Flexible Spending Account
HP	Home Page
HRA	Health Reimbursement Account
HSA	Health Savings Account
JV	Jellyvision
LFSA	Limited Purpose Flexible Spending Account
NHSP	New Hire Sneak Peek
RFI	Request For Information
SSO	Single Sign On