

## Getting Started

It's time to start your ICHRA enrollment. Start here to get all the information you need to complete your enrollment.

You will receive (or may have already received) an email from the benefitbay® platform announcing you are eligible to shop for, enroll in, and purchase medical insurance benefits.

benefitbay®


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**Hi Jerry,**

Welcome to benefitbay™. We are so glad you're here. It is time to enroll in your 2023 personalized medical benefits plan. We are excited to partner with Benny's Bait Shop in offering an exciting new benefit that empowers you to take control of your personal health insurance coverage decisions.

Your enrollment period runs from July 28, 2023 through August 22, 2023.

The effective date of your coverage is September 1, 2023.



**Let us launch your benefits journey with three simple steps!**

1. Create a password to secure your account
2. Complete your personal profile
3. Verify your information and provide your family member information that you would like to review health insurance coverage for

[Set up new password](#)

If you have any questions or concerns, please do not hesitate to reach us at [support@benefitbay.com](mailto:support@benefitbay.com)

Regards,  
The benefitbay™ Team

To get started, click on the button "Set up a new password."  
You will be redirected to a new web browser.



## Let's set a password for your account

New password

Show

- Minimum 12 characters
- Include at least 1 uppercase letter
- Include at least 1 lowercase letter
- Include at least 1 number
- Include at least 1 special character

Confirm new password

Show

Set my password

[Returning User - Sign in](#)

[Didn't receive unlock instructions?](#)

Here you will create and confirm your new password. Please ensure you follow the password requirements. To learn some tips on creating a secure password, [click here](#).

Click the "Set My Password" button, to save your password. You will be directed to your Employee Home page.

For more information, please visit the following link:  
[knowledge.benefitbay.com/employee/employee-experience](https://knowledge.benefitbay.com/employee/employee-experience)