

# Linking Parents to their Student Insurance choices

K12StudentInsurance.com is the parent's portal to voluntary student insurance programs from **Health Special Risk, Inc. (HSR)** including the 24-Hour Accident Plan and the Health Plan for Injury and Sickness. Why not make it easier for them to access this beneficial information year round through your website? Your options include a simple or descriptive text link or an attractive banner link.

## Suggested samples for adding K12StudentInsurance.com to your school/district website:

As you select a listing from the samples below, please set up your choice with a hyperlink to

<https://www.K12StudentInsurance.com>.

### 1. Simple Text Options (with hyperlink)

1a. **Student Accident, Injury & Sickness Insurance**

1b. **Student Insurance**

### 2. Descriptive Text Options (with hyperlinks)

2a. **Student Accident, Injury & Sickness Insurance** and the following paragraph either directly

below or as a pop-up option. The paragraph also contains 2 hyperlink options (in bold).

*Our school/district has selected the **Student Insurance Plan** to make reliable coverage available to parents. If you don't have other insurance, this plan may be a resource to consider.*

*Additionally, even if you have other coverage, this plan can help fill expensive "gaps" caused by deductibles and co-pays. Coverage may be purchased at any time during the school year by visiting [www.K12StudentInsurance.com](https://www.K12StudentInsurance.com).*

2b. **Student Insurance** and the following paragraph either directly below or as a pop-up option.

The paragraph also contains 1 hyperlink option (in bold).

*Our school/district has selected the **Student Insurance Plan** to make reliable coverage available to parents. Coverage may be purchased at any time during the school year by visiting [www.K12StudentInsurance.com](https://www.K12StudentInsurance.com).*

### 3. Banner Option (with *hyperlink*)

Have your web designer create a small simple icon/banner similar to the sample, and activate the hyperlink to work when the icon/banner is clicked. The graphic image, size and shape may be modified to your own specifications and needs.

If you do not have the ability to add links to your website, simply pass this sheet along to the technology team responsible for your school/district website. You may encourage individual schools to add this to their own sites as well. If you need additional assistance, please send an email to [CustomerService@HSRI.com](mailto:CustomerService@HSRI.com)



Sample Banner