

Communication Timeline



PRE-LAUNCH WITH HR

- Group Added
- Welcome Call
- Promotional / Welcome Kit
- Member Census Added
- Go Live Campaign Materials Provided

FIRST 30 DAYS



- Welcome Email
- Email Posters
- Email Flyers



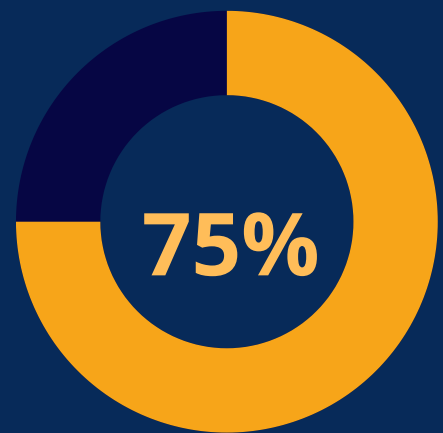
- Orientation Email
- On Site or Virtual Event (optional)
- Welcome Mailer



- Benefit Overview Email
- App how to Email
- Quality Survey

Connect, Engage, Motivate

Our Patient Engagement Portal offers segmented, customizable campaigns providing motivational and engaging health education content that makes learning easy, consistent and actionable.



Analytics provided quarterly

MONTHLY ENGAGEMENT



- Member Email (Registered Members)
- Seasonal Strategy Guide: quarterly



- Email Reminder (Non-Registered Members)
- Member Email (Registered Members)
- Post Card Mailing



- Refresh Posters / Flyers
- Member Email (Registered Members)
- Quality Survey

Seasonal Strategy

Autumn

Preparation, Benefit Reminder, Preventive Health

Winter

Holidays, Cold Flu Season, Immunity

Spring

Preparation Optimizing Health, Allergy

Summer

Vacation, Physical Activity, Energy & Vitality



UNDERSTANDING THE HEALTH NEEDS OF EMPLOYEES IS UNDERSTANDING THE HEALTH NEEDS OF THE COMPANY.