**FOR EMPLOYERS**

# Launch content

Use this content in internal communications to make your employees aware of their 98point6 benefit during the first year it is available.

**Instructions**

Copy and paste the below content that works best for the way you want your employees to receive the information. Customize the highlighted content with eligibility or pricing information specific to your population.

**Email:** Designed for email or intranet

**Newsletter:** Ready for your employee newsletter or a brief intranet reminder

**Text:** Great for an employee text message, intranet banner or your digital screen

## Primary care

### Email

Use the following copy to send an email to your employee population. This can be positioned as a general email message or personalized to come from a member of your leadership team.

**Subject line:**

**Option 1: New benefit: 98point6**

**Option 2: New text-based primary care**

**Option 3: New benefit: text-based care from anywhere**

Team,

I’m/We’re excited to share that we’ve added a new service to our benefits offerings—

98point6.

98point6 is a new kind of primary care that gives you on‐demand access to a care team, including board-certified physicians, via secure in-app messaging on your mobile device. We’ve added 98point6 to your benefits package so you can now have access to care 24/7 from wherever you are—between meetings, while making dinner and even in the middle of the night.

Your 98point6 care team can:

* Diagnose and treat a range of conditions, including upper respiratory illnesses, itchy or sore throat, gastrointestinal issues and UTIs
* Answer any medical questions you have (no question is too small)
* Outline care options
* Order any necessary prescriptions or lab tests

Visits with a 98point6 care team, including board-certified doctors, are available to employees and dependents ages 1+ for $5 or less per visit.

I/We encourage you to take a few minutes today to download the 98point6 app and register so it’s easy to access and use when you need it. Instructions on how you and your dependents ages 18+ can download the app and create an account are available at 98point6.com/members. You can start visits for your dependents ages 1 to 17 once you set up your account.

We hope you take advantage of this benefit today!

[**Download the 98point6 app and register in less than 90 seconds.**](https://98point6.onelink.me/nn3X/uy4uujgv)

TITLE OF LEADER/EXECUTIVE CHAMPION

SIGNATURE OF LEADER/EXECUTIVE CHAMPION

### Newsletter

Use the following content for promotion in an upcoming newsletter or intranet post.

**Headlines:**

**Option 1: New benefit: 98point6**

**Option 2: New text-based primary care**

**Option 3: New benefit: text-based care from anywhere**

Effective INSERT LAUNCH DATE, we’ve added a new service to our benefits offerings—

98point6.

With 98point6, you can get a diagnosis and treatment plan from a care team, including board-certified physicians, without even leaving the couch.

You can start a visit for anything, including:

* Diagnosis and treatment for 600+ common conditions (flu, UTI, gastrointestinal conditions)
* Prescriptions and lab orders
* Answers to your health questions
* Preventive care counseling—including lab and cancer screens, immunizations and more.

Download your free app and create your profile in less than 5 minutes so you can start a visit when you need it. Visits for you and your dependents ages 1+ are $0 per visit.

[**Download the 98point6 app and get started in 90 seconds or less.**](https://98point6.onelink.me/nn3X/uy4uujgv)

Learn more at 98point6.com/members.

### Text/SMS

Use the following copy to send a text message to your employees. At 160 characters, this content would also serve well on Slack or your internal communications app feed.

You now have access to text-based care 24/7 with 98point6 as part of your benefits. Download today: <https://98point6.onelink.me/nn3X/u08ugauw>

