**FOR EMPLOYERS**

# Launching 98point6 for therapy content

*This content is applicable to employer groups who have the behavioral health service offering through 98point6.*

Use this content in internal communications to make your employees aware of their new 98point6 therapy benefit.

**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

### 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:**

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

**Option 2: Text-based primary care AND therapy from anywhere**

**Option 3: Added benefit: virtual therapy from anywhere with 98point6**

Team,

I’m/We’re excited to share that in addition to text-based primary care with 98point6, we’ve added a new service to our benefits offerings—

98point6 virtual therapy.

98point6 lets you address all your physical and mental health needs on your schedule. You now have access to care for your **body AND mind** from wherever you are—between meetings, while making dinner and even in the middle of the night.

It all starts with a text-based visit, where a care team, including board-certified physicians, provides diagnosis and treatment of 600+ conditions. If needed, they can also help direct your care to a 98point6 licensed therapist for a video-based session to address any emotional or mental health needs.

98point6 physicians 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)
* Order any necessary prescriptions or lab tests
* Coordinate with therapists and provide medication management as needed

Visits with 98point6 physicians are available to employees and dependents ages 1+ enrolled in company-sponsored medical benefits. Therapy sessions are currently only available to employees and their dependents ages 18+.

If you haven’t already, I/We encourage you to take a few minutes today to download and register for 98point6 so it’s easy to access and use when you need it. Instructions on how you and your dependents 18+ can download the app and create an account are available at 98point6.com/members. You can start visits for your eligible dependents 1 to 17 once you set up your account.

When you're not feeling your best in body or mind, connect with a 98point6 care team for the primary care and behavioral health support you need.

[**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 for therapy**

**Option 2: Text-based primary care AND therapy from anywhere**

**Option 3: Added benefit: virtual therapy from anywhere with 98point6**

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

98point6 virtual therapy.

98point6 lets you address all your physical and mental health needs on your schedule. You now have access to care for your **body AND mind** from wherever you are.

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
* Anxiety, depression, stress and sleep management

When you're not feeling your best in body or mind, connect with a 98point6 care team for the primary care and behavioral health support you need.

If you haven’t already, download their free app and create your profile in less than 5 minutes so you can start a visit when you need it. Primary care visits for you and your dependents ages 1+ are $X per visit. Therapy sessions are available to patients ages 18+ and range from $X - $X 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.

Not feeling your best? You can now get care for your body and mind from anywhere with 98point6. Start a visit today: <https://98point6.onelink.me/nn3X/u08ugauw>

