**FOR EMPLOYERS**

# Holiday Blues campaign content

**FOR GROUPS WITH 98POINT6 THERAPY OFFERING.**

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

**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 and Behavioral Health**

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

### **Email/Long Copy**

Use the following copy to send an email to your employee population or as a post on your intranet site. This can be positioned as a general email message or used as an extended intranet post.

**Subject or header:**

**Option 1: Need support? Use your 98point6 benefit.**

**Option 2: Not feeling so holiday?**

**Option 3: Overcoming the holiday blues**

Many people live with conditions such as anxiety, depression and other emotional health stressors. These health conditions can affect how people think, feel and act—and they can set in any time of year, even during the holiday season.

Take charge of your health.

Get text-based primary care\* and video-based therapy\*\* from wherever you are with 98point6. You’ll receive guidance from a care team that includes primary care physicians and therapists who work together to help you address your concerns and get back to feeling like yourself.

Our care team can:

* Provide diagnosis and treatment for 600+ conditions
* Answer health questions
* Order labs and prescription refills
* Refer you to a 98point6 therapist if needed

Real support in 4 steps

1. Download the 98point6 app from the App Store or Google Play.
2. Register your account in 90 seconds or less.
3. Start a primary care visit—24/7.
4. If needed, your primary care provider will refer you to a 98point6 therapist.

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

\*Primary care is available to individuals ages 1+, and behavioral health is available to adults ages 18+ (ages 12+ in select states).

\*\*Behavioral health visits can be scheduled during the week and on some weekends. Please note that while the 98point6 virtual clinic is open 24/7, the behavioral health clinic operates during normal business hours.

### **Newsletter**

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

Headline:

**Option 1: Need support? Use your 98point6 benefit.**

**Option 2: Not feeling so holiday?**

Many people live with behavioral health conditions such as anxiety, depression and other emotional health stressors. These health conditions can affect how people think, feel and act—and they can set in any time of year, even during the holiday season.

Take charge of your health.

Get text-based primary care\* and video-based therapy\*\* from wherever you are with 98point6. You’ll receive guidance from a care team including primary care physicians and therapists who work together to help you address your concerns and get back to feeling like yourself.

98point6 therapists can provide treatment and guidance for:

* Anxiety
* Depression
* Stress and sleep issues
* Self-confidence and/or healthy body image
* Family issues
* And more

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### **Text/SMS**

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

Holiday blues? Get back to feeling like you with text-based primary care and video-based therapy whenever, wherever you need it. Download today: <https://98point6.onelink.me/nn3X/xjpxvpzc>

