**FOR EMPLOYERS**

# Navigating Life’s Stressors 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: Support when and where you need it**

Team,

We’re all dealing with challenges or changes happening around us or within us. With 98point6 behavioral health services, you have access to caring professionals who can offer support through life’s peaks and valleys.

98point6 care teams can provide support navigating:

* Day-to-day responsibilities of school and work
* New job, home or child
* Dealing with grief, depression and loss
* Navigating relationship dynamics
* Financial or health issues

You can also start a visit for physical health concerns, including:

* Diagnosis and treatment for 600+ common conditions (flu, UTI, gastrointestinal conditions)
* Prescriptions and lab orders
* Answers to your health questions

Addressing physical and mental health concerns is made easier with 98point6. Start a primary care visit anywhere, anytime. If needed, a member of your care team will connect you with a licensed therapist.

Primary care visits through 98point6 are available to employees and dependents ages 1+ enrolled in company-sponsored medical benefits. Behavioral health sessions are currently available only to employees and their dependents ages 18+. Care is available to dependents ages 12-17 in AZ, CA, IL, MO, SC and WA with plans to expand.

Take a few minutes 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](https://www.98point6.com/members). You can start visits for your eligible dependents ages 1 to 17 once you set up your account.

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

TITLE OF LEADER/EXECUTIVE CHAMPION

SIGNATURE OF LEADER/EXECUTIVE CHAMPION

### **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: Support when and where you need it**

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* Diagnosis and treatment for 600+ common conditions (flu, UTI, gastrointestinal conditions)
* Prescriptions and lab orders
* Answers to your health questions

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

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 and coaching sessions are available to patients ages 18+ and dependents ages 12-17 in AZ, CA, IL, MO, SC and WA with plans to expand. Visit costs range from $X - $X per visit.

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

Learn more at [98point6.com/members](https://www.98point6.com/members).

### **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.

Need support? Get the care you need wherever you are with 98point6—included with your benefits. Download today: <https://98point6.onelink.me/nn3X/xjpxvpzc>

