**FOR EMPLOYERS**

# Open Enrollment Content

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

## 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. You can also trim and use it as an intranet article.

**Subject Line:**

**Option 1:** Benefit Highlight: 98point6

**Option 2:** Did you know? Text-based primary care is included in your benefits.

**Option 3:** 98point6: 24/7, Text-Based Primary Care

**Body Copy:**

98point6 gives you on-demand access to a care team, including U.S.-based, board-certified physicians, via private and secure in-app messaging right from your mobile device. [CUSTOMIZE] Available to all benefit-eligible employees and benefit-enrolled dependents ages 1+.

With 98point6, you don’t have to self-diagnose or put off a sensitive health-related question—just start a virtual visit, anytime and anywhere. With a doctor’s diagnosis and treatment plan at your fingertips, you and your family can more quickly get back to better health.

You can start a visit for anything, including:

* Diagnosis and treatment for common conditions
* Prescriptions and lab orders
* Answers to your health questions

If you haven’t done so already, download the free app and create your profile so you can start a visit when you need it. Visits are available for you and your dependents ages 1+ for $0 per visit.

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

### Newsletter

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

**Headline:**

**Option 1:** Benefit Highlight: 98point6

**Option 2:** Did you know? Text-based primary care is included in your benefits.

**Option 3:** 98point6: 24/7, Text-Based Primary Care

**Body Copy:**

You have access to 24/7 text-based primary care from 98point6 as part of your health benefits. You and your family can get a diagnosis and treatment plan from a care team—from the couch or on the go.

You can start a visit for anything, including:

* Diagnosis and treatment for common conditions
* Prescriptions and lab orders
* Answers to your health questions

If you haven’t done so already, download their free app and create your profile 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)

### 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 in your internal communications app feed.

**Body Copy:**

Not feeling so great? Get text-based primary care 24/7 with 98point6 as part of your benefits. Download 98point6 today: <https://98point6.onelink.me/nn3X/u08ugauw>

## Primary Care and Behavioral Health

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

### 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. You can also trim and use it as an intranet article.

**Subject Line:**

**Option 1:** Benefit Highlight: 98point6

**Option 2:** Text-based primary care and virtual therapy are part of your benefits.

**Option 3:** 98point6: primary care and therapy on your schedule.

98point6 is a new way to access primary care and behavioral health, meeting you where you are for a holistic approach to health. It starts with a text-based visit in which a care team, including a board-certified physician, provides 24/7 diagnosis and treatment of 600+ conditions. If needed, your physician can also coordinate a video-based session with a licensed clinical social worker (LCSW) that can be scheduled at your convenience.

You can start a visit for anything, including:

* Diagnosis and treatment for common 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 the 98point6 care team for the primary care and behavioral health support you need.

If you haven’t done so already, download their free app and create your profile so you can start a visit when you need it. Visits are available for you and your dependents ages 1+ for $0 per visit. Behavioral health support is available to members ages 18+.

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

### Newsletter

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

**Headline:**

**Option 1:** Benefit Highlight: 98point6

**Option 2:** Text-based primary care and virtual therapy are part of your benefits.

**Option 3:** 98point6: primary care and therapy on your schedule.

Remember that you have access to virtual primary care and therapy from 98point6 as part of your health benefits. You can get diagnosis and treatment for common primary care and behavioral health concerns, without even leaving the couch.

You can start a visit for anything, including:

* Diagnosis and treatment for common conditions
* Prescriptions and lab orders
* Answers to your health questions
* Anxiety, depression, stress and sleep management

If you haven’t done so already, download their free app and create your profile 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)

### 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 in your internal communications app feed.

Not feeling yourself? Get virtual primary care and therapy with 98point6 as part of your benefits. Download 98point6 today: <https://98point6.onelink.me/nn3X/u08ugauw>