Launching Smart Health for Group | Email templates

**Email 1: Introduction to Smart Health**

**Subject line:** Introducing Smart Health − your health and wellbeing service

**Copy:**

Hi [INSERT EMPLOYEE NAME],

Being part of the [INSERT COMPANY NAME] team, you get access to Smart Health − provided by one of our insurance partners, AIG. Let’s hear all about it.

This award-winning health and wellbeing service is made up of several key elements − all under one roof.

|  |  |  |
| --- | --- | --- |
| 24/7 online GP appointments | Second medical opinions | Health checks |
| Mental health support | 24/7 mental health helpline | myStrength wellbeing app |
| Nutrition advice | Fitness plans | Legal and financial support |

You can access it 24/7, 365 days a year, from wherever you are in the world. Everything’s also available to your partner and any children up to age 21.

**Getting started**

Make sure you’re set up and ready to go for when you need to use Smart Health. There’s two ways you can get involved:

* Download the app today − search Smart Health by AIG on the App Store (iOS) or Google Play (Android)
* Visit the Smart Health website − [aiglife-smarthealth.com](https://aiglife-smarthealth.com/)

You’ll need to have our company access code [INSERT COMPANY ACCESS CODE] and your ID (passport or driving licence) to hand the first time you log on.

If you have any questions please email [INSERT POINT OF CONTACT].

Take care,

[INSERT NAME]

Smart Health is provided to AIG Life Limited customers by Teladoc Health. We want to let you know that these services are non-contractual, which means they don’t form part of the insurance contract with us. If our partnership with Teladoc Health ends, these services could be changed or withdrawn in the future.

**Email 2: Smart Health’s mental health services**

**Subject line:** Mental health: we’ve got your back

**Copy:**

Hi [INSERT EMPLOYEE NAME],

Keeping happy and healthy at work is as high on our agenda as it is yours. And that’s why at [INSERT COMPANY NAME], you get access to Smart Health − provided by one of our insurance partners, AIG. There’s three expert mental health options to help you on the way to wellness, giving you the support you need − when you need it.

**24/7 mental health helpline**

Sometimes you need someone to help you in the moment. Right then and there. You’ll be met with care and compassion by a team of clinicians. They’ll give you the right support for whatever you’re going through and they’ll point you in the right direction if there’s other services which might be better suited to you.

**Mental health support**

When you or your family need someone to talk to, Smart Health’s team of qualified mental health experts are on hand for confidential support. You’ll have one on one sessions to get the specialist help you need, whether it’s how to cope with stress, anxiety, trauma, depression or dealing with bereavement.

**myStrength app**

Say hello to interactive wellbeing support, designed to help you be at your best. With myStrength, you’ll have a whole host of tools to improve your mental health. Everything from podcasts on meditation to stories of people just like you. In the app, you can create yourself goals and milestones. And there’ll be your very own personal guide backing you all the way too.

**Getting started**

Make sure you’re set up and ready to go for when you need to use Smart Health. There’s two ways you can get involved:

* Download the app today − search Smart Health by AIG on the App Store (iOS) or Google Play (Android)
* Visit the Smart Health website − [aiglife-smarthealth.com](https://aiglife-smarthealth.com/)

You’ll need to have our company access code [INSERT COMPANY ACCESS CODE] and your ID (passport or driving licence) to hand the first time you log on.

If you have any questions please email [INSERT POINT OF CONTACT].

Take care,

[INSERT NAME]

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**Email 3: Smart Health’s mental health services**

**Subject line:** Smart Health | Hear from people just like you

**Copy:**

Hi [INSERT EMPLOYEE NAME],

Hope you’re enjoying using Smart Health − all provided through our workplace insurance partner, AIG. It’s an invaluable tool to help you manage your wellbeing on a day-to-day basis, just like Louise did. Here’s her #SmartHealthStory.

*I booked my mental health sessions through Smart Health. It was really professional, smooth and easy to use. I got a phone call more or less straightway to discuss what I needed and to organise the appointments. I was then sent a briefing note by email on what to expect, which was really great.*

*My counsellor was absolutely brilliant - funny, understanding, friendly and gave me some extremely useful advice and support. He followed it up with further leaflets and information that he emailed to me and that I could read through afterwards, which were really helpful.*

 *It was an absolutely amazing experience, I got more from the four sessions with my Smart Health counsellor than I did in four years of weekly therapy.*

Louise used the **mental health support** service, which is included with our Smart Health access. If you want to read her full story, just click [here](https://www.aiglife.co.uk/globalassets/aig/documents/3760_SmartHealth_CaseStudy_Louise.pdf).

**Share your #SmartHealthStory**

If you’ve had a great experience with Smart Health, pass the message on to a colleague and encourage them to sign up too. There’s two ways to get involved:

* Download the app − search Smart Health by AIG on the App Store (iOS) or Google Play (Android)
* Visit the Smart Health website − [aiglife-smarthealth.com](https://aiglife-smarthealth.com/)

You’ll need to have our company access code [INSERT COMPANY ACCESS CODE] and your ID (passport or driving licence) to hand the first time you log on.

And if you’d like to share your own story with us, just email [INSERT POINT OF CONTACT].

Take care,

[INSERT NAME]

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