Smart Health Direct Mail Letter Template

# Copy

Dear [INSERT EMPLOYEE NAME],

Keeping you mentally and physically healthy is at the top of our to do list. So we wanted to introduce you to Smart Health.

**Expert health and wellbeing advice at your fingertips**

As a benefit of working at [INSERT COMPANY NAME], you have access to Smart Health, which includes a 24/7 online GP and a load of other tools to keep you happy and healthy. You can use it wherever, whenever – it’s available 24 hours a day, 7 days a week, 365 days a year. And there’s no limit on the number of times you can use it.

**What is Smart Health?**

Smart Health provides you with the experts you need to keep fit and healthy. The good news is that if you have a partner or any children up the age of 21, they sign up and use Smart Health too. Here’s what’s included:

1. Round the clock access to an **online GP**, through the Smart Health app or website
2. **Second medical opinions** to make sure you’re getting the right diagnosis and treatment
3. Tailored **mental health support** from a team of professionals
4. **Health checks** - proactive steps to manage your health and lifestyle
5. Bespoke **nutrition advice** to keep you eating healthy
6. **Personalised fitness plans** designed by experts

You can also get your private prescription medicine delivered straight to your front door. The Smart Health prescription delivery service provides next day delivery nationwide (if ordered before 1pm) and same day delivery in London (if ordered before 3pm), meaning you can get the medicine you need, without having to leave the house.

**Getting started**

All six Smart Health services can be accessed via the website – suitable for smartphones, tablets and desktop. Just head to aiglife-smarthealth.com to book an appointment. [Or have a read of the enclosed leaflet for more information on how to sign up and log in].

The app gives you access to the online GP, ideal for managing your health on the go. It’s available for iOS and Android. **Just scan the QR code to download the app**, you‘ll just need your scheme code to get started: [INSERT COMPANY SCHEME CODE]

We hope you know your health and wellbeing is important to us and this letter gives you some reassurance that additional support is there if you need it. If you’ve got any questions about Smart Health or want to know more about how to access the service, get in touch with [insert HR/Employee Benefits contact details].

Thanks,

[Insert HR Director/appropriate company 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.*