



# Smart Health Emails

## Email 1: Introduction to Smart Health

**Subject line:** Introducing Smart Health

**Copy:**

Hi **[INSERT CLIENT NAME]**,

Did you know that through your **[INSERT PRODUCT NAME]** insurance arranged by **[INSERT COMPANY NAME]** you have insurance with AIG? As part of your cover you have unlimited access to their health and wellbeing service - Smart Health.

It offers the following suite of six services designed to keep you healthy, and you can use it 24/7, 365 days a year from wherever you are in the world:

- 24/7 online GP appointments
- Professional mental health support
- Nutrition advice from a team of nutritionists
- Fitness plans designed by sports coaches
- Second medical opinion
- Health check

### Get started with Smart Health

Head to [AIG's dedicated hub](#) to get started. You'll need to have your policy number at hand the first time you log on to Smart Health.

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 your insurance contract with us. If our partnership with Teladoc Health ends, the service can be withdrawn at any time without notice.

**Link:** <https://www.aiglife-smarthealth.com/en/gp-consultation-1/online-and-phone-consultation/>

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## Email 2: Key messages

**Subject line:** Three things you might not know about Smart Health

**Copy:**

Hi **[INSERT CLIENT NAME]**,

Through your **[INSERT PRODUCT NAME]** insurance arranged by **[INSERT COMPANY NAME]** you have access to Smart Health from AIG, meaning you can manage your health and wellbeing from the comfort of your home. We wanted to remind you about three of the main benefits that you might not know about.

- 1. Family:** don't forget that all Smart Health services are available to you and your partner and any children up to the age of 21
- 2. Flexibility:** you can use Smart Health wherever you are in the world - 24/7, 365 days a year from your laptop, desktop, mobile or tablet
- 3. Unlimited:** there's no limit on the amount of times you and your family can use the six services

There are two easy ways to use Smart Health - via the app (available for Apple and Android) or on the Smart Health website. Search Smart Health in the app store or [visit the website](#) to log in and get started.

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## Email 3: GP Service

**Subject line:** Make the most of your 24/7 access to a GP

**Copy:**

Hi [\[INSERT CLIENT NAME\]](#),

We wanted to remind you that through your insurance arranged by [\[INSERT COMPANY NAME\]](#) you have 24/7 access to a UK registered GP with Smart Health from AIG.

**Available to your family**

Smart Health is available for you, your partner and any children up to 21 – you can book your GP consultation by visiting the [website](#).

**Unlimited access**

Through the Smart Health app and website, you have unlimited access to GP appointments 24/7, 365 days a year, without the lengthy waiting times. Most appointments are available within hours and at a time that fits in with your busy lifestyle.

And it gets better, you don't even need to leave the house to collect your Smart Health prescription medicine – Smart Health will deliver it straight to your front door the next day<sup>1</sup>.

Search Smart Health in the app store or [visit the website](#) to log in and book an appointment. You'll need to have your policy number at hand the first time you log on to Smart Health.

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<sup>1</sup>Same day delivery in London if ordered by 3pm and next day delivery nationwide if ordered before 1pm

**Link:** <https://www.aiglife-smarthealth.com/en/gp-consultation-1/online-and-phone-consultation/>



## Email 4: Nutrition and fitness

**Subject line:** Expert fitness and nutrition advice

**Copy:**

Hi **[INSERT CLIENT NAME]**,

As a customer of **[INSERT COMPANY NAME]** your health and wellbeing is important to us, that's why you have access to Smart Health from AIG. Smart Health is there to help you, your partner and your children (up to the age of 21) keep on track with your health and fitness goals.

**Fitness plans**

Whether you want to improve your overall health or want to lose weight, Smart Health's tailored four or eight week fitness programmes, designed by expert sports coaches, can give you the start you're looking for. Through a combination of diet and exercise, you'll get a weekly menu and a daily routine designed just for you.

**Nutrition plans and advice**

Smart Health also have a team of specialist nutritionists on hand to support you and your family when it comes to eating healthy. If you're looking for guidance on general nutrition or more specific needs (such as pregnancy and food intolerances), their expert advice and knowledge will provide you with a personalised plan. This will be made up of meal plans and weekly menus to support you in reaching your nutritional goals.

**Start today**

[Visit the website](#) to log in and speak to the experts. You'll need to have your policy number at hand the first time you log on to Smart Health.

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**Link:** <https://www.aiglife-smarthealth.com/en/nutrition-consultation/>