

Be Well Vermont LAUNCH TOOLKIT

Blue Cross VT has created a comprehensive toolkit to help you introduce Be Well Vermont to your employees. The toolkit includes digital display items, email templates, user guides, flyers, and more.

We've outlined suggested messaging on the following pages. Whether you're rolling out the platform for the first time or would like to remind your employees of this resource, you're welcome to edit the messages as needed.

**Help your employees
make the most of
Be Well Vermont**



• 1-2 weeks prior to launch



Recommended Channels

Email, Intranet

Distribution

From HR or Leadership

• Messaging

Subject Line: **Join Be Well Vermont**

Begin your path to better well-being with Be Well Vermont, a centralized hub for all your health and wellness needs.

Be Well Vermont, offered by Blue Cross VT, delivers personalized daily content based on your interests, health opportunities, and demographics.

Be Well Vermont can:

- Provide you with a snapshot of your overall health and focus areas for improvement
- Remind you to schedule appropriate preventive screenings
- Help you hit your steps goal
- Educate you on topics of interest such as improving your sleep, strength training, stress management, and more
- Connect you with your coworkers through fun and engaging challenges

In [month], you'll receive communication from [X] on registering your Be Well Vermont account via email. In the meantime, you can [watch this video](#) to learn more.

Sincerely,

[Leader]



• Week of launch



Recommended Channels

Signage (physical and digital)

Distribution

Environmental Signage

• Messaging

We recommend downloading a few resources from our library of signage options and placing them in high-traffic spaces such as digital displays, breakrooms, and other common areas. We can assist you with editing these assets as needed. Please speak with your Health and Wellness consultant.

- 11x17" Poster
- 8.5x11" Flyer
- 1920x1080 Digital Display
- Video



• Day of launch



Recommended Channels

Email, Intranet

Distribution

From HR or Leadership

• Messaging

Subject Line: Be Well Vermont is live!

We're excited to share that you can now download the Be Well Vermont wellness app or visit bluecrossvt.org/bewellvt to create an account. To download the app, please search for Personify Health or scan the QR code at the bottom of this email.

Be Well Vermont will give you access to an extensive library of wellness tools, bite-size learning opportunities, and empowering daily tips.

Through Be Well Vermont, you can:

- Connect your wearable device to easily track physical activity
- Access self-guided courses, called Journeys®, that cover a range of relevant health and wellness topics
- Track Healthy Habits and more!

If you have questions or need help with registration, please reach out to [X] or [check out this quick video](#).

If you don't have insurance through [X company], you still have access to Be Well Vermont. Please reach out to [X] for more information on how to enroll.



NOTE

WE RECOMMEND ATTACHING THE ENROLLMENT AND USER GUIDES TO THIS EMAIL.

1 month after launch



Recommended Channels

Email, Verbal

Distribution

From HR or Leadership

Messaging

Subject Line: **Have you tried Be Well Vermont?**

Be Well Vermont has been available for a little over a month. Have you tried it yet?

This innovative tool is designed to empower you to take control of your health.

I've personally found Be Well Vermont incredibly helpful. For example, when I needed to <insert what you needed> quickly, the app's <insert feature you used> made it a breeze. I've also been using the wellness tools to track my steps and stay active. It's great to have all this information at my fingertips, even when I'm on the go.

Download the Be Well Vermont app (search for Personify Health in the App Store or Google Play or scan the QR code below) or visit bluecrossvt.org/bewellvt today, and start experiencing the benefits of a more personalized and convenient well-being experience.



Sincerely,

[Leader]

NOTE

WE RECOMMEND ATTACHING THE ENROLLMENT AND USER GUIDES TO THIS EMAIL.



• 2+ months after launch



Recommended Channels

Email, Verbal

Distribution

Team Leaders, Wellness Ambassadors, or Peer to Peer

• Messaging

WHILE WE RECOMMEND YOU USE YOUR REAL-LIFE EXPERIENCES WITH BE WELL VERMONT, HERE ARE SOME IDEAS.

- I've been using the app to track my steps to stay motivated on my New Year's resolutions. The built-in tools and encouragement have been helpful. Plus, I'm earning points to redeem our rewards.
- **My Care Checklist** reminded me it was time to schedule a visit with my dentist. Now, I'm up to date!

NOTE

WE RECOMMEND INCLUDING LINKS TO HEALTHY HABITS OR MY CARE CHECKLIST VIDEOS.

