

Plan Sponsor Communications Guide



Sun Life

Lumino
Health

Welcome

Virtual Care programs provide your plan members with access to health professionals and resources whenever they need it.

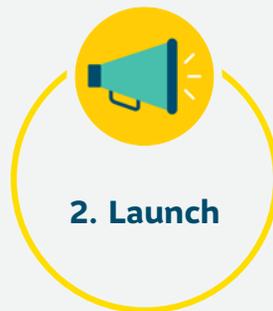
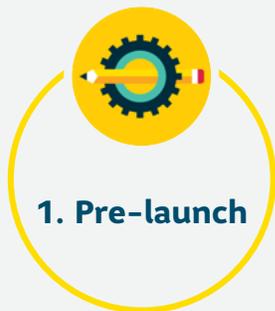
How to use this guide

This guide provides an overview of the communication tools available to help you promote these services within your workplace. These tools help employees understand the benefits of the service. And you can adapt these tools to your organization's needs. For example, you may want to consider:

- **Alternatives to email.** Post a message on slack or another business platform instead of using traditional email.
- **Townhalls.** Share at large all-hands meetings. This can encourage all employees to download the app and sign up. Both in-person and virtual meetings have yielded good results for organizations that have promoted the service in this way.
- **The personal touch.** Create an open forum for testimonials and reviews. These can help encourage others to enrol.

Tools to help you launch

We've divided the communication tools available for use into three stages:



We need your support

Each organization has a unique way of onboarding employees and educating them about their benefits. Support from managers and internal stakeholders is critical for delivering communications effectively.

Here's an overview of the tools available according to the recommended stage for deployment.



1. Pre-launch communications

We've created "teaser" emails you can use to let your plan members know about the service and to build interest and excitement.

- **Manager/People Leader training** – Coach managers on how to educate and encourage their team to use this new mental health and well-being service. Manager support is effective for engaging plan members. You can use our toolkit to train people leaders on the product offering.
- **Email #1** – a few weeks before launch. This email announces that the service is coming and outlines what it is and how they will be able to use it.
- **Email #2** – a week before launch. This email lets plan members know that launch day is almost here. It also explains what they need to do to enrol to use the service.



2. Launch-day communications

We've created three communications that you can use on launch day. These highlight the benefits of the service and encourage plan members to enrol.

- **Launch email.** This email encourages employees to enrol that day. It also links to the two other pieces explained below.
- **Enrolment guide.** You can link the launch email to a registration guide that takes plan members through the process. The guide also includes information on features of the service, and protections in place for privacy and confidentiality.
- **Video.** Seeing is believing. You can link the launch email to a webinar video.



3. Post-launch communications

It's important to keep these services top of mind for a couple of reasons. First, not every plan member will enroll during the launch period – ongoing reminders will help spur additional enrolments. Enrolling early, before it's needed, saves them time. Second, for those who have enrolled, it reminds them that they have the service available.

- **Email campaign.** Post-launch, you can continue to drive awareness with email campaigns that are part of your workplace wellness initiatives or other Human Resource programs.
- **Ongoing engagement materials.** We have flyers and postcards that you can print. Use them as part of wellness campaigns or health and safety weeks. We also have digital screen information that you can use on screens in break rooms and common areas. And depending on tech capabilities, you can also use these digital screens as desktop backgrounds for employee computers.
- **Webinar.** Our pre-recorded webinar video is a great way to introduce the service to new employees. It can also be a great way to kickstart a new enrolment campaign to encourage more employees to enrol.





Questions? We can help!

Please contact your group benefits representative.

Life's brighter under the sun

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