

**READY
TO HELP**



How to use this toolkit

Use these resources to encourage your employees to take advantage of the well-being resources included with their health plan.

- **Quick Start Guide:** Share with employees to assist them with signing up for online well-being resources and for answers to frequently asked questions.
- **Display ad:** Upload this 1920 x 1080 image to your electronic message boards and link to bcbsm.com.

- **Email template:** Ready-to-use templates

To use the Outlook template (PC or Mac):

1. Download and open file.
2. Enter email addresses in appropriate fields.
3. Send message.

To use the HTML template:

1. Open the HTML file.
2. Select all text and images.
3. Copy and paste in to a new email.
4. Enter email addresses in appropriate fields.
5. Send message.

- **Flyers:** Print and display around your workplace or distribute directly to employees.
- **Web banner:** A 300 x 250 sign to use on your intranet site. Link to bcbsm.com.



Personify Health is an independent company that provides health and well-being services on behalf of Blue Cross Blue Shield of Michigan and Blue Care Network.

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