



Benefits Communications

Explore Wellness Resources



Welcome to your comprehensive resource for all things wellness! From mental health to movement, everything you need is just a tap away.

Target Tile: EAP

Save with Tax Benefits



Your benefits can help you save on taxes. Make the most of your FSA, HSA, or retirement plan.

Target Tile: FSA/HSA

Find a Doctor Easily



Need to find a doctor in your network or see what's covered? Tap into your benefits guide in the app and get started today.

Target Tile: Benefits Center

Eye Insurance Benefits



Discover the power of clear vision. Tap into your vision benefits to book your next exam or update your eyewear.

Target Tile: Find an Optician

Dental Care Benefits



Affordable dental care is within reach. Make the most of your benefits — schedule your next cleaning today.

Target Tile: Find a Dentist

Preventive Care Reminder



Your health plan includes preventive services like annual checkups and screenings. Take the next step toward long-term wellness!

Target Tile: Find a Doctor

Healthy Pregnancy Support



Planning or expecting? Tap into pregnancy and prenatal care programs included in your benefits.

Target Tile: Maven (or other Pregnancy benefit)





App Feature Promotions

Encourage adoption of tools like tracking, rewards, and newsfeed posts inside the Strive app.

1

Step Up Your Game! **Target Tile: Step Tracker**

Ready to step up your game? Track your steps and watch your wellness progress climb.

2

Daily Step Competition **Target Tile: Step Tracker**

Get your daily dose of friendly competition! Track steps, check your leaderboard, and move your way to the top.

3

Track Steps, Climb Leaderboard **Target Tile: Step Tracker**

Stay motivated with real-time tracking and leaderboard rankings. Let's see how far you can go!

4

Wellness Feed Update **Target Tile: Challenges**

Check out the latest in your company's wellness feed. News, updates, tips, and challenges are waiting for you!

5

Rewards Reminder **Target Tile: Reward Redemption**

You've been working hard — don't forget to check your points! Redeem your wellness rewards in the app anytime.

6

New Challenge Available **Target Tile: Challenges**

A new wellness challenge just dropped! Tap into the app to join, track progress, and stay engaged.

Keep Your Team Engaged



Telemedicine & Virtual Care

Make healthcare access easier by reminding employees about virtual options.

Virtual Doctor Visits Anywhere

Did you know your health plan offers telemedicine? See a provider from the comfort of your home or office.



Target Tile: Talk to a Doctor

Work-Friendly Virtual Visits

Can't leave work to see a doctor? Use your virtual care benefit to get help from anywhere.



Target Tile: Talk to a Doctor

Covered Telemedicine Benefits

Quick reminder: Telemedicine visits are covered by your plan! Skip the waiting room and book online.



Target Tile: Talk to a Doctor

Mental Health, On Demand

Need to talk to someone? Telehealth services often include mental health providers — available when you need them.



Target Tile: Talk to a Therapist



Health Advocacy & Benefit Navigation

Promote tools like Health Pro, Aight, or other support services that simplify benefits.

Understand Your Benefits

Did you know your personal Health Pro can clear up billing questions, book appointments, and explain your coverage? They're just a call away.



Target Tile: Advocacy

Find Great Doctors

Looking to cut healthcare costs? Your Health Pro can help you compare prices, find lower-cost options, and avoid surprise bills.



Target Tile: Advocacy

Save Money on Healthcare

Need a new doctor? Your Health Pro can locate in-network providers and schedule appointments — for you or your family.



Target Tile: Advocacy

Help with Complex Claims

Confused by a bill or EOB? Your Health Pro can review it, resolve issues, and explain what's covered.



Target Tile: Advocacy



Holiday & Seasonal Messages

Celebrate meaningful moments and bring a personal touch to company communications.



Happy New Year!



Wishing you a bright and prosperous New Year filled with health, growth, and new beginnings!

Fourth of July Reminder



Wishing you a safe and happy Fourth of July! Let freedom (and your wellness) shine.



Cheers to the Season



Whether you're celebrating or relaxing, we hope this season brings joy and peace to you and yours.

Back-to-School Season



New routines ahead? Don't forget to carve out time for your health, even in busy seasons.



Thanksgiving Message



This week, we're thankful for you! Take time to reflect, connect, and enjoy the moments that matter.

Fall Reset



The changing season is a great time to reset your wellness routine. Let's finish the year strong.



Holiday Health Tip



The holidays are busy — don't forget to take care of you. Hydrate, breathe, and keep moving.





Open Enrollment Campaigns

Remind employees to review, choose, and enroll in their benefits during OE season.

Open Enrollment Starts Today

Open Enrollment is officially open! Log in now to review your benefits and make your selections.



Target Tile: BenAdmin

Don't Miss the Deadline

Reminder: Open Enrollment closes soon! Make sure you've reviewed your options and enrolled before the deadline.



Target Tile: BenAdmin

Need Help Choosing Benefits?

Your Health Pro or benefits team is here to help! Reach out with any questions as you make your elections.



Target Tile: Advocacy

New This Year

We've added new plans and programs to support your health — check out what's changed before making your selections.



Target Tile: Benefits Guide or Benefit Microsite or AI Benefit Assistant

Update Your Info

Before OE ends, double-check that your dependents and contact info are up to date.



Target Tile: BenAdmin



Create Your Own Notification

Make it timely. Make it relevant. Make it yours.

Want to engage employees around something specific to your company culture, internal events, or benefits strategy? Use this space to draft your own notifications.

Tips for writing a great notification:

- Focus on one clear action
- Keep the tone warm, conversational, and on-brand
- Pair the message with a relevant in-app resource or challenge
- Keep it short — ideally one sentence with a call-to-action

Popular custom ideas:

- Announce a new benefit
- Support an upcoming challenge or incentive
- Reinforce a wellness theme, like Mental Health Month or Financial Wellness Week
- Highlight a team story, celebration, or campaign

Need help crafting the perfect message?

We can help you brainstorm, write, and schedule custom notifications to match your goals and calendar.