

Date	Audience	Message Goals
1/2	All eligible for the program	Welcome + CTA to visit the portal/download app, first steps are to sync device (or start manually logging) and complete screening
1/9	All eligible for the program	Link to physical activity tracking guide + message of why you shouldn't assume you can't meet the physical activity goal
1/17	Employees with unregistered spouses	How to help your spouse access the portal
2/9	Haven't completed a screening	Last chance for screening + reiteration of gatekeeper + if you recently completed your screening when to expect to see it reflected on the portal
3/1	All eligible for the program	You will now see your personalized wellness tasks, unless you completed your screening very recently
3/19	Missed 1 screening goal	How to complete one of your personalized task options (digital coaching, telephonic coaching, improved screening results)
3/19	Missed 2+ screening goals	How to complete your personalized tasks (provider consultation + choice of digital coaching, telephonic coaching, improved screening results)
4/4	Not enrolled in fitness coaching	Tips for getting more steps/activity minutes
4/18	Haven't completed preventive care goal	Learn more about preventive care + reminder of deadline
4/30	Missed 1+ goal, not enrolled in digital or telephonic coaching	Reminder of digital coaching enrollment deadline (5/31), don't wait until the last minute
5/2	Missed 1+ goal, not enrolled in telephonic coaching	Tips for getting the most out of digital coaching
5/23	Missed 1+ goal, not enrolled in digital or telephonic coaching	Last chance to enroll in digital coaching (5/31)
5/30	Missed 1+ goal, not enrolled in digital or telephonic coaching	Reminder of telephonic coaching enrollment deadline (6/30), don't wait until the last minute
6/6	Not enrolled in fitness coaching	Reminder of fitness coaching enrollment deadline (7/8), don't wait until the last minute, if you're eligible
6/20	Missed 1+ goal, not enrolled in digital or telephonic coaching	Last chance to enroll in telephonic coaching (6/30)
6/27	Not enrolled in fitness coaching	Last chance to enroll in fitness coaching, for those eligible (7/8)
7/2	Missed 1+ goal, not enrolled in digital or telephonic coaching	If you missed the deadline to enroll in digital or telephonic coaching, you can still work toward improved screening results
7/30	Haven't completed preventive care goal	Last chance for preventive care (9/30)
8/8	Enrolled in fitness coaching, not completed	Reminder of deadline to complete fitness coaching (9/30)
8/13	Enrolled in digital coaching, not completed	Reminder of deadline to complete digital coaching (9/30)
8/13	Enrolled in telephonic coaching, not completed	Reminder of deadline to complete telephonic coaching (9/30)
8/29	Haven't completed health assessment	Learn more about the health assessment, reminder of gatekeeper/deadline (9/30)
9/19	Haven't completed health assessment	Last chance for health assessment (9/30), reiterate gatekeeper
9/24	Earning less than the full reward	Deadline for all tasks is almost here + check your reward summary page + know that it can take some time for activities to mark complete
10/1	All eligible for the program	Thank you to everyone who participated + survey

Subject line: Have you started tracking your physical activity yet?

Preview text: Let's get more active together!

Audience: Everyone enrolled in the medical plan

Hello [First Name],

Staying active is a great way to invest in a long, healthy life! That's why the 2024 wellness program includes a \$25/month reward for meeting the physical activity goal. The goal is designed to be achievable for most people, so don't feel discouraged if you're new to getting active! However, it's important to start tracking your steps and/or activity minutes now, if you haven't already.

You can track your activity either with or without a fitness device. Learn how and read answers to frequently asked questions in [this guide](#). **Please note: If you synced a device/app to the wellness portal before 2024, you must complete the syncing process again.** This is because the activity tracking interface has been updated to improve your experience!

If you're feeling overwhelmed by the physical activity goal, keep in mind that it's an average of only 3,664 steps per day or 11 activity minutes per day (if you started tracking on 1/2/2024). Check out these ideas for [easy ways to increase your physical activity](#).

Let's get healthier and more active together!

To access the wellness portal, sign in to medmutual.com/member and select Wellness Portal from the Healthy Living drop-down.

Questions?

Call toll-free at 1-855-553-1006 or send a message on the wellness portal.