

This is specimen email text. Please do not alter or amend this document without Unum Dental's consent. We can provide supporting flyers, posters and other marketing materials on request. Please contact your Account Manager for full details.

Welcome email

Hello <NAME>

Did you know you have access to a dental policy which helps to make costly and essential dental treatment more affordable for you and your family?

From the <window stat date> you'll have the opportunity to select dental insurance as one of your employee benefits

What can I reimbursement claim towards?

- | | |
|---|--|
| ✓100% of NHS charges | ✓Dental Implants (availability depends on cover level chosen) |
| ✓Examinations and scaling's with a dentist or hygienist | ✓Children's orthodontic charges (for insured children at an additional cost) |
| ✓Fillings and root canal treatments | ✓Treatment for accidents/injuries |
| ✓Crowns and bridges | ✓Mouthguards |

Cover levels, annual limits and exclusions apply. Please refer to a benefit schedule for full details

Here are more reasons to smile:

- Immediate cover – you can start claiming from your policy start date
- Worldwide cover
- Cover for pre-existing conditions – excluding mouth cancer
- Cover for planned and pending treatment – where treatment has been identified but not started
- Your choice of dentist - NHS or Private practices
- Option to add your partner and children on to the same level of cover as you (at an additional cost)
- A fast claims payment via Unum Dental's, simple, online paperless process

How do I join?

You can sign up to the plan from just <enter lowest price> per month. To apply visit <insert platform or webpage URL> before your benefit window closes.

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2nd Email

Hello <name>

Your benefit window closes in <x> days!

If you haven't already selected dental insurance as one of your employee benefits, there's still time left before your window closes.

Here's a reminder why Unum Dental can make you smile.

You can use this policy to help claim reimbursement towards costly and essential dental treatment fees up to the limits shown on the benefit schedule.

Also included on your plan is:

- Immediate cover – you can start claiming from your policy start date
- Worldwide cover
- Cover for pre-existing conditions – excluding mouth cancer
- Cover for planned and pending treatment – where treatment has been identified but not started
- Your choice of dentist - NHS or Private practices
- Option to add your partner and children on to the same level of cover as you (at an additional cost)
- A fast claims payment via Unum Dental's, simple, online paperless process

Cover levels, annual limits and exclusions apply. Please refer to a benefit schedule for full details

How do I join?

You can sign up to the plan from just <enter lowest price> per month. To apply visit <insert platform or webpage URL> before your benefit window closes.

3rd Final email

Hello <name>

Your benefit window closes on the <insert day>

There's still a little time left before your window closes to select dental insurance as one of your employee benefits.

What's the benefit to me?

You can use this policy to claim reimbursement towards costly treatments such as crowns, bridges and implant treatment (where included on your cover level), as well as routine examinations and scaling fees - up to the limits shown on the benefit schedule.

With this plan you also get:

- Immediate cover from your policy start date
- Worldwide cover
- Cover for pre-existing conditions - excluding mouth cancer
- Your choice of dentist -NHS or Private practices
- Accident and injury treatment cover
- Children's orthodontic charges (for insured children at an additional cost)

Cover levels, annual limits and exclusions apply. Please refer to a benefit schedule for full details

To take advantage of what Unum Dental has to offer, visit <insert platform or webpage URL> before your benefit window closes.