**COPY**

Client: Unum

Product: Health Plan 360 | Marketing

Element: **Employees** – Launch day email

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**This copy template supports your communications to employees regarding Health Plan 360 from Unum. The information in this template is for Company Funded policies only. Please remove the red text and edit the highlighted sections as required. This template is for employees who are new to the Help@hand app.**

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Subject: Our new health cash plan has arrived! Get registered!

We’re thrilled to launch **Health Plan 360 from Unum**, a health cash plan built to support your physical and mental wellbeing every day. It’s more than a benefit - it’s your personal wellness toolkit, helping you feel your best at work and beyond.

With cashback on everyday health costs, plus 24/7 access to expert support through the Help@hand app, Health Plan 360 is here to help you [and your family1] thrive - conveniently, and cost-effectively.

You can register via Help@hand, the award-winning total health and wellbeing app from Unum, to explore the wide range of services available 24/7 at your fingertips. Plus, invite your eligible family members1 so they can do the same.

You’ll get a welcome email which explains how to download the app from the App Store or Google Play where you will need to register and set up your account.

[INSERT QR CODE]

**What’s included?**

**The available services depend on the Unum insurance policy and service selection. Below is our suggested copy.**

Health Plan 360 is there for you every day, with expert support all in one app, including:

* Claim back the cost of everyday healthcare costs such as Dental, Optical & hearing, Chiropody & podiatry (foot care)
* Financial support for specialist consultations to receive a first diagnosis, stays at a UK hospital and NHS and private prescriptions
* Physiotherapy and complementary therapies consultations (6 per year)
* Cancer screening assessment
* Health assessment/MOT
* Nutritionist consultations (3 per year)
* Personalised mental health support2 (6 per year)
* Unlimited remote GP appointments
* Healthcare Navigator including second medical opinion (2 per year)
* Retail Discounts and savings (including Gym discounts)
* 24/7 Helpline and wellbeing resources, including Unum’s Wellbeing Calendar

Cover, usage limits and exclusions apply. Please refer to a Benefit Schedule and the Member Handbook for full details.

**If you have selected any of our optional benefits such as Critical Illness cover, New Child Cover, Personal Trainer, Private Medical Insurance excess cover then you may want to add these to the list above.**

**E.g.**

* Critical Illness cover - A £5,000 lump sum paid on first diagnosis of cancer *(excluding less advanced cases)*, heart attack or stroke of a specific severity after the relevant qualifying period. a £5,000 (for one claim paid in the lifetime of cover under this policy).
* Private Medical Insurance (PMI) excess cover - Helps reimburse the costs of excess payments made under a PMI policy
* Personal trainer – 3 sessions per year available via the Help@hand app. Choose from qualified personal trainers who specialise in strength and conditioning, endurance exercise, post-natal exercise and more
* New child cover – £100 lump sum on birth or adoption of a child after the relevant qualifying period

**You could include a link to your Help@hand employee guide here, containing more details on the services. [**[**Healthplan360-Getting-the-most-of.pdf**](https://www.unum.co.uk/docs/Healthplan360-Getting-the-most-of.pdf)**]**

**You can find Health Plan 360 guides and other support materials plus communications on the Health Plan 360 communications toolkit here: [**[**https://www.unum.co.uk/employer/healthplan/communication-tools**](https://www.unum.co.uk/employer/healthplan/communication-tools)**]**

**If you have allowed your employees to add a partner and/or children to your policy, please include the relevant wording below.**

1 Family information – [Your partner and] up to eight children may also be included in your cover I Children included up to 24 years of age I Children share each benefit entitlement (except for hospital stays) between any number or children added to your cover . Exclusions apply.

2 For mild to moderate issues. Subject to clinical appropriateness.

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**Contact**

If you need help setting up your account, or have a query about your cover, entitlements or making a claim, please contact us using this [form](https://www.unum.co.uk/contact-us/health-plan). Alternatively, you can call us on 0345 850 9447.

**Health Plan 360 – Powering active health**

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