

Your dental communication timeline

Our online toolkit includes a 3-part targeted email campaign to complement your benefits window with posters, flyers and videos, or we'll gladly come to you with our Unum Dental roadshow or we can host a webinar.

Here's our suggested timeline to introduce dental cover to your workplace – and the tools to help.

1

1 WEEK BEFORE benefit window opens

'Introducing Unum Dental' email Part 1 of 3 >

Send this to all eligible staff to introduce the dental benefit.

Product promotion poster >



Dot these visual cues around your communal areas to help your staff quickly absorb key information.

2

OPENING WEEK of benefit window

'Unum Dental is here' email Part 2 of 3 >

Send this to all eligible staff to let them know they can now select a dental policy.

Digital Display >

Upload this to your digital display screens to help your staff quickly absorb key information about the dental cover.



Animated video>

Include this link to your reward site or intranet page to explain the features and benefits of our dental cover.

Webtext >

Upload this text to your reward site or intranet page to introduce the benefit.

3

FINAL WEEK of benefit window

'Why select Unum Dental' email Part 3 of 3 >

Send this to all eligible employees letting them know they still have time left to select a dental policy.

Which plan is right for me? >

This document is aimed to help make the selection process simple using case studies of other customer choices, based on their circumstances.

However, this should be used as a guide and not intended to give any advice on which plan to choose.



4

POLICY START DATE

Membership packs will be sent to your staff and they can begin using their dental policy immediately from the policy start date, to help towards the cost of routine and essential dental treatment at a dentist of their choice – up to the limits shown on the benefit schedule.