

HealthJoy Embedded Navigation – Engagement Toolkit

Ideas for clients to educate and engage with employees. HealthJoy supports by sending activation emails and texts to employees with contact information on file. All resources and materials can be found in your [Embedded Navigation Marketing Portal](#).

Pre-Launch	Launch Day (Day 0)	Post-Launch (Days 1–60+)	Ongoing	
<p>4 Weeks before launch day:</p> <p>★ Send the first email announcing HealthJoy is launching.</p>	<p>Launch Day:</p> <p>★ Client to send email on launch day announcing HJ arrival</p> <ul style="list-style-type: none"> - Announcements via internal channels 	<p>Interactive Ideas throughout first 60 Days:</p> <ul style="list-style-type: none"> - Lunch and Learn - Activation Raffle with gift cards, PTO days, etc. - Creating HealthJoy Champions 	<p>Internal Channels</p> <ul style="list-style-type: none"> Slack/Teams Intranet Email Social Media 	
<p>2 Weeks before launch:</p> <ul style="list-style-type: none"> - Share a member story via email and/or announcement 	<p>HealthJoy will send an activation email/text to members with contact info included in the eligibility file:</p> <p>Activation Email Series:</p> <ul style="list-style-type: none"> • Day 0 • Day 2 • Day 6 • Day 30 • Day 45 • Day 60 <p>Members will receive email invitations (if contact info is on the eligibility file) to activate their HealthJoy account. Emails will send until they activate their HealthJoy account.</p>	<p>1-2 Weeks post launch:</p> <ul style="list-style-type: none"> - Pull “Member Activation Report” in HealthJoy Dashboard - Send activation email to those not activated 	<p>Reaching Members at Home</p> <ul style="list-style-type: none"> Webinars Mailers 	
<p>Preparing for launch day:</p> <ul style="list-style-type: none"> - Consider a raffle to increase early activation <i>NOTE: Not funded by HealthJoy</i> - Schedule Lunch and Learn - Announce HealthJoy at upcoming company meetings/town halls 		<p>Activation Text Series:</p> <ul style="list-style-type: none"> • Day 0 • Day 4 • Day 15 • Day 22 <p>Employees and family members will also receive text messages until they activate their HealthJoy account.</p>	<p>3-4 Weeks post launch:</p> <ul style="list-style-type: none"> - Client to send additional activation email announcement - Consider sending mailers to homes - Reminders via internal channels 	<p>Organizational Opportunities</p> <ul style="list-style-type: none"> Onboarding Open enrollment Internal meetings Internal events <p>People Operations</p> <ul style="list-style-type: none"> HR Business Partners Train-the-Trainer Wellness committee
<p>Open Enrollment:</p> <ul style="list-style-type: none"> - Share the “HealthJoy Embedded Navigation OE” presentation - Add the “HealthJoy Embedded Navigation Benefit Guide insert” to benefits documents 			<p>5-6 Weeks post launch:</p> <ul style="list-style-type: none"> - Education of specific services ★ Review Reporting to understand what employees are utilizing, promote underutilized services 	<p>Physical Collateral</p> <ul style="list-style-type: none"> Posters Table tents Digital signage QR flyers

Best Practices for Embedded Navigation Clients

- ★ **HR Team Engagement** — One of the most critical components of an engagement plan is to have the HR Team motivated and bought into the goal of increasing activation and engagement with HealthJoy.
- **Executive Support** — Another critical group of stakeholders to keep engaged is the executive team, allowing them to lead by example.
- ★ **Repetition** — We have heard from successful clients that a key to increasing adoption is ongoing redirection to HealthJoy. It should be highlighted anytime HR is answering benefits questions. The goal is to build the habit in the employee population to go to HealthJoy first.
- **Integration into New Hire Onboarding and Open Enrollment** — This ensures that all eligible employees are getting introduced to HealthJoy early, setting the habit to use HealthJoy as their primary access point to health and wellness.
- **Onboarding/Training Platforms** - Many employers have platforms to assign actions to employees to complete. This may be used as part of onboarding new employees and ensuring training content is completed. These have proven to be a great alternative channel to distribute HealthJoy-related content to all employees, even those without emails.
 - We can ask the HR team to assign a “What is HealthJoy” and/or “How to Activate” video to all employees.
 - Ensure these actions are only served up to employees who will be eligible at the time of assignment.
- ★ **Highlight Specific Features** - Some members may not be excited by the idea of “another app.” In those cases, a more effective strategy is focusing on how the member benefits from specific features. Remind these employees what problems they can solve and what pain points they can remove.

Recommendations by Industry

Manufacturing/Construction:

- Identify and train a champion network
- Physical collateral and/or events
- Peer testimonials
- Spouse involvement

Software/Business Services/Insurance/Finance

- Digital collateral, like email signatures with QR codes
- Webinars and Lunch & Learns

Decentralized Workforces/Transportation

- Identify and train a champion network, capitalize on meetings
- Physical collateral at Regional Offices or Hubs
- Spouse involvement

Retail/Hospitality

- Due to the high turnover, onboarding is a crucial place to introduce HealthJoy to new hires
- Leverage pay stubs and add QR codes to promote HealthJoy
- Manager standups and huddles can be another great opportunity to meet employees when they gather

Healthcare

- Focus messaging on the flexibility provided by HealthJoy’s 24/7 support. It can be especially difficult for 2nd- and 3rd-shift to access primary care providers during their regular office hours.
- Sell the quality measures that concierges use to evaluate recommendations
- Sell the credentialing of virtual care providers

Acquisitions

- Treat each acquisition as an onboarding experience

