## Virtual**Checkup**™ EMAIL templates

## written for existing client, offering Virtual**Checkup**™ only

## Please edit based on catapult services offered

[Company] has made the decision to continue offering Catapult Checkups using the NEW Virtual**Checkup**™option. We are excited to provide the same clinical experience for your employees as in the past, but in a new way! The COVID-19 pandemic has taught us all that many things once done only in-person can also be done leveraging the power of technology.

Below are sample emails to help you introduce Virtual**Checkup**™ to your employees. We encourage you to cut, paste and customize these samples for your employee population to promote this new and exciting benefit! Regular communication is **crucial** to the success of Virtual**Checkup**™ and we are so appreciative for your support in helping us empower individuals to improve their health.

Important Instructions:

* Customize each highlighted field, then remove the highlighting.
* Customize the message, if desired.
* Copy and paste the subject line and text into your email.
* Send your email message.
* Please use a variety of templates and content and remember to communicate often.

Timing**:**

* Send emails **weekly** until the registration period for ordering Virtual**Checkup**™ Home Kits ends. Please work with your Catapult Health Client Success Manager to determine registration start and end dates.
* Recommended timing is provided with each of the following email templates but please feel free to tweak the content and use more often.

## EMAIL to company leaders, Managers and/or wellness champions

How to send: Edit the highlighted fields and remove the highlight. Copy and paste the image and text into the body of an email. Be sure to keep source formatting when pasting into the email. Paste the subject line content into the subject line of the email. Send to company leaders, managers and/or wellness champions.

### SEND prior to announcement to all employees

subject line: NEW: Virtual**Checkup**™ Available from Catapult Health!

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[Company] has partnered with Catapult Health to continue to provide health checkups to our worksite but using an exciting new approach! As you know from previous experience, Catapult Health delivers quick and professional preventive services that empower individuals to improve their health.

To provide preventive care in these uncertain times and to reach those who work remotely or in small locations, Catapult Health now offers a Virtual**Checkup**™. Every employee will be able to order a Home Kit that includes everything needed to measure blood pressure, abdominal circumference and collect a few drops of blood, which is sent directly to a lab. In a few days, the lab work is processed, and an appointment is scheduled with a Catapult Nurse Practitioner to review the results and develop an action plan. The consultation is conducted from anywhere the employee chooses using a personal cell phone, computer, or tablet.

Just as with the onsite checkups in the past, those who participate will be eligible to earn [incentive].

An email will be sent to all employees soon with more information. Please join me in encouraging our employees to try Virtual**Checkup**™ for their next preventive care experience!

Sincerely,

[NAME]

**Want to learn more?** Please take three minutes to view a [**VIDEO**](https://vimeo.com/443528594) that provides details about the Virtual**Checkup**™.

## coming soon email #1 to employees

How to send: Edit the highlighted fields and remove the highlight. Copy and paste the image and text into the body of an email. Be sure to keep source formatting when pasting into the email. Paste the subject line content into the subject line of the email. Send to all eligible employees.

### SEND 2-3 weeks prior to the home kit registration start date

subject line: Exciting News! Catapult Health Offers Virtual**Checkup**™ you can do at home.



At [Company], your health is one of our highest priorities. This year, as in the past, we have invited Catapult Health to provide health checkups at no cost to you, but with an exciting new approach! In consideration of concerns about COVID-19, to meet the needs of remote employees, and to afford you privacy that YOU control, all checkups will be conducted at a location of your choice – even from the comfort of your home!

The Virtual**Checkup**™ will be offered at no cost to [eligible participants] and those who participate can earn [incentive]. The Virtual**Checkup**™ will be available beginning [**date**]. Be on the lookout for more information soon!

Sincerely,

[NAME]

**Want to learn more?** Go to [**VirtualCheckup.com**](https://go.virtualcheckup.com/)**.**

## coming soon email #2 to employees

How to send: Edit the highlighted fields and remove the highlight. Copy and paste the image and text into the body of an email. Be sure to keep source formatting when pasting into the email. Paste the subject line content into the subject line of the email. Send to all eligible employees.

### SEND 1-2 weeks prior to the home kit registration start date

subject line: This year your Catapult Checkup will be 100% VIRTUAL!



This year, [Company], has invited Catapult Health to provide health checkups at no cost to you, but with an exciting new approach – 100% VIRTUAL! The Virtual**Checkup**™ will be offered at no cost to [eligible participants] and those who participate can earn [incentive].

To begin the process, you will receive a registration link to request a Virtual**Checkup**™ Home Kit. The Home Kit includes a blood pressure monitor (yours to keep), blood pressure log, tape measure, and everything you need to collect four drops of blood that are sent directly to a lab for processing. In a few days, you are notified that the lab work is complete and invited to schedule a virtual appointment with a Catapult Nurse Practitioner (NP). Using your own device – smart phone, computer, tablet – you will review your results with the NP, develop an action plan, and discuss next steps. The process is the same as the onsite checkups we have experienced before – only in the privacy of your home!

Be on the lookout for an email soon to order your Virtual**Checkup**™ Home Kit.

Sincerely,

[NAME]

Please go to [**VirtualCheckup.com**](https://go.virtualcheckup.com/) for more information.

## launch email to employees

How to send: Edit the highlighted fields and remove the highlight. Copy and paste the image and text into the body of an email. Be sure to keep source formatting when pasting into the email. Paste the subject line content into the subject line of the email. Send to all eligible employees.

### SEND on home kit registration start date

subject line: Virtual**Checkup**™ is here. It is time to request your Home Kit!



This year, as in the past, [Company] has invited Catapult Health to provide health checkups, but with an exciting new approach – 100% VIRTUAL! The process is the same as the onsite checkups we have experienced before, only in the privacy of your home. The Virtual**Checkup**™ will be offered at no cost to [eligible participants] and those who participate can earn [incentive].

To begin the process, please go to [Virtual**Checkup**™ link] between [**date**] and [**date**] and request your Virtual**Checkup**™ Home Kit. Then, click [**here**](https://vimeo.com/443528594) to find out *What’s in a Virtual****Checkup****™?*

[Company] is proud to offer an innovative way to provide preventive care. Your health is one of our highest priorities and we encourage you to take advantage of this new opportunity.

Sincerely,

[NAME]

**What to expect:** The Virtual**Checkup**™ includes a blood pressure monitor (yours to keep), a tape measure, a blood pressure log, and everything you need to collect a small blood sample using a spring-loaded lancet for a finger stick, easy-to-understand instructions, and a video consultation with a board-certified Nurse Practitioner. Patient information is **strictly confidential** – your individual results will not be shared with your employer. Fasting is recommended but not required. Participation in the health checkup is **not available for women who are pregnant, have been pregnant within the past 6 weeks, or have a history of double mastectomy with bilateral lymph node removal.** If any of these pertain to you, please continue routine care with your healthcare provider.

## home kit registration reminder email to employees

How to send: Edit the highlighted fields and remove the highlight. Copy and paste the image and text into the body of an email. Be sure to keep source formatting when pasting into the email. Paste the subject line content into the subject line of the email. Send to all eligible employees.

### TWEAK and SEND weekly until Home Kit registration end date

subject line: Virtual**Checkup**™ brings everything to you. Request your Home Kit soon!



Virtual**Checkup**™ Home Kits are available from Catapult Health. Remember that there will be no onsite checkups this year. Please go to [Virtual**Checkup**™ link] between [**date**] and [**date**] and request your Virtual**Checkup**™ Home Kit.

Virtual**Checkup**™ is offered at no cost to [eligible participants] and those who participate can earn [incentive]. If you participated in a Catapult checkup in the past, a year-to-year results comparison is included in your checkup. If you have not participated yet, what are you waiting for?

Sincerely,

[NAME]

**What to expect:** The Virtual**Checkup**™ includes a blood pressure monitor (yours to keep), a tape measure, a blood pressure log, and everything you need to collect a small blood sample using a spring-loaded lancet for a finger stick, easy-to-understand instructions, and a video consultation with a board-certified Nurse Practitioner. Patient information is **strictly confidential** – your individual results will not be shared with your employer. Fasting is recommended but not required. Participation in the health checkup is **not available for women who are pregnant, have been pregnant within the past 6 weeks, or have a history of double mastectomy with bilateral lymph node removal.** If any of these pertain to you, please continue routine care with your healthcare provider.

## time is running out (home kit Registration) email to employees

How to send: Edit the highlighted fields and remove the highlight. Copy and paste the image and text into the body of an email. Be sure to keep source formatting when pasting into the email. Paste the subject line content into the subject line of the email. Send to all eligible employees.

### SEND 1 week prior to home kit registration end date

subject line: Time is running out. Order your Virtual**Checkup**™ Home Kit today!



Time is running out to order your Virtual**Checkup**™ Home Kit from Catapult Health.

**Need a reason to sign up?**

* Checkups are free for [eligible participants]
* Those who participate can earn [incentive]
* The Virtual**Checkup**™ takes place when and where you choose
* Each participant has a one-on-one consultation with a Board-Certified Nurse Practitioner
* Receive information that empowers you to improve your health

Only a short time remains, so order your Virtual**Checkup**™ Home Kit at [Virtual**Checkup**™ link] before [**date**].

Sincerely,

[NAME]

**What to expect:** The Virtual**Checkup**™ includes a blood pressure monitor (yours to keep), a tape measure, a blood pressure log, and everything you need to collect a small blood sample using a spring-loaded lancet for a finger stick, easy-to-understand instructions, and a video consultation with a board-certified Nurse Practitioner. Patient information is **strictly confidential** – your individual results will not be shared with your employer. Fasting is recommended but not required. Participation in the health checkup is **not available for women who are pregnant, have been pregnant within the past 6 weeks, or have a history of double mastectomy with bilateral lymph node removal.** If any of these pertain to you, please continue routine care with your healthcare provider.

## Last chance (home kit Registration) email to employees

How to send: Edit the highlighted fields and remove the highlight. Copy and paste the image and text into the body of an email. Be sure to keep source formatting when pasting into the email. Paste the subject line content into the subject line of the email. Send to all eligible employees.

### SEND 1 day prior to home kit registration end date

subject line: Last chance to request your Virtual**Checkup**™ Home Kit!



**Don’t delay!** The last day to request your Virtual**Checkup**™ Home Kit from Catapult Health is tomorrow, [**date**].

Virtual**Checkup**™ is offered at no cost to [eligible participants] and those who participate can earn [incentive]. If you have not participated yet, what are you waiting for?

Sincerely,

[NAME]

**Want to learn more?** Go to [**VirtualCheckup.com**](https://go.virtualcheckup.com/)**.**

**What to expect:** The Virtual**Checkup**™ includes a blood pressure monitor (yours to keep), a tape measure, a blood pressure log, and everything you need to collect a small blood sample using a spring-loaded lancet for a finger stick, easy-to-understand instructions, and a video consultation with a board-certified Nurse Practitioner. Patient information is **strictly confidential** – your individual results will not be shared with your employer. Fasting is recommended but not required. Participation in the health checkup is **not available for women who are pregnant, have been pregnant within the past 6 weeks, or have a history of double mastectomy with bilateral lymph node removal.** If any of these pertain to you, please continue routine care with your healthcare provider.

## reminder to employees who have not returned home kit results to lab

How to send: Edit the highlighted fields and remove the highlight. Copy and paste the image and text into the body of an email. Be sure to keep source formatting when pasting into the email. Paste the subject line content into the subject line of the email. Send to eligible employees who have not yet returned their Home Kit results to the lab.

### as directed by the catapult health client success manager

subject line: Please complete your Virtual**Checkup**™ Home Kit.



Thank you for ordering your Virtual**Checkup**™ Home Kit!

If you have your kit in-hand and have not yet mailed the requested items back to the lab, now is the time! Please complete the Home Kit and place the pre-paid return envelope with blood collection device and signed consent form in the mail. Your blood sample and consent form must be mailed (US MAIL) within 24 hours of collection.

If you did not receive your package, or if you need assistance, please contact info@coremedicalabs.com.

Sincerely,

[NAME]

For Home Kit Instructions, please visit <https://go.virtualcheckup.com/video/>.

## reminder to employees who have not scheduled consultation

How to send: Edit the highlighted fields and remove the highlight. Copy and paste the image and text into the body of an email. Be sure to keep source formatting when pasting into the email. Paste the subject line content into the subject line of the email. Send to eligible employees who have not yet scheduled a Nurse Practitioner consultation.

### as directed by the catapult health client success manager

subject line: Don’t forget to schedule your Virtual**Checkup**™ consultation.



Thank you for completing your Virtual**Checkup**™ Home Kit. Please do not forget to take advantage of the video consultation with a board-certified Nurse Practitioner from Catapult Health to review your results and develop a personal action plan.

If you need assistance scheduling your Virtual**Checkup**™ consultation, you can reach a member of the Catapult Health support team at support@catapulthealth.com

Sincerely,

[NAME]

## other banner images

### please use any of the additional Virtual**Checkup**™ banner images in your communications





















