

Lumino Health Virtual Care

powered by Dialogue

Communication Guide



Sun Life

Lumino
Health

Welcome to Lumino Health Virtual Care!

Lumino Health Virtual Care, powered by Dialogue, provides your employees with immediate access to health care, 24/7. And no question or condition is too small.

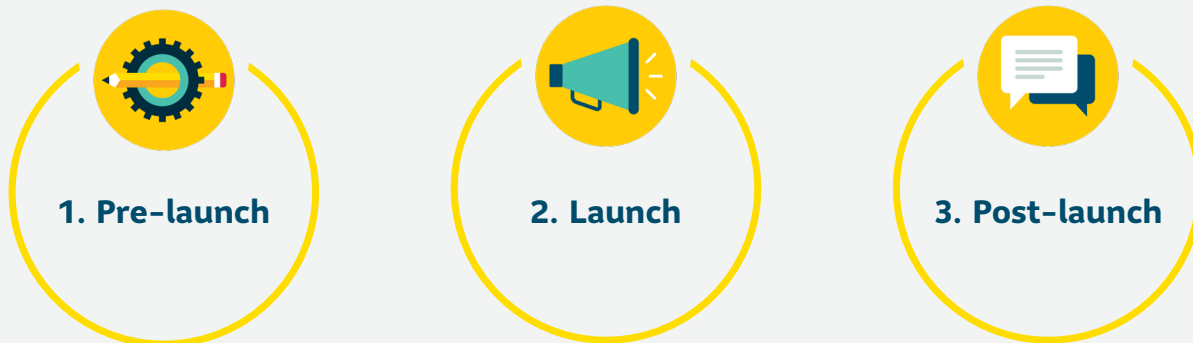
How to use this guide

This guide provides an overview of the communication tools available to help you promote Lumino Health Virtual Care in your workplace. These tools help employees understand the benefits of the service. And you can adapt these tools to your organization's needs. For example, you may want to consider:

- **Alternatives to email.** Post a message on slack or another business platform versus using traditional email.
- **Townhalls.** Share at large all-hands meetings. This can encourage all employees to download the app and sign up. Both in-person or virtual meetings have yielded good results for organizations that have promoted the service in this way.
- **The personal touch.** Create an open forum for testimonials and reviews. These can help encourage others to enrol.

Tools to help you launch Lumino Health Virtual Care

We've divided the communication tools available for use into three stages:



We need your support

Each organization has a unique way of onboarding employees and educating them about their benefits. Support from managers and internal stakeholders is critical for delivering communications effectively.

Here's an overview of the tools available according to the recommended stage for deployment.



1. Pre-launch communications

We've created two "teaser" emails to let employees know about the service and to build interest and excitement.

- **Manager/People Leader training** – Coach managers on how to educate and encourage their team to use Lumino Health Virtual Care. Manager support is effective for engaging employees. You can use our toolkit to train people leaders on the product offering.
- **Email #1 – a few weeks before launch.** This email announces that Lumino Health Virtual Care is coming and outlines what it is and how they will be able to use it.

- **Email #2 – a week before launch.** This email lets employees know that launch day is almost here. It also explains what they need to do to enrol to use the service.

2. Launch-day communications

We've created three communications that you can use on launch day. These highlight the benefits of the service and encourage employees to enrol.

- **Launch email.** This email encourages employees to enrol that day. It also links to the two other pieces explained below.
- **Enrolment guide.** You can link the launch email to a registration guide that takes employees through the process. The guide also includes information on features of the service, and protections in place for privacy and confidentiality.
- **Video.** Seeing is believing. You can link the launch email to a video that shows employees how easy it is to use Lumino Health Virtual Care.

3. Post-launch communications

It's important to keep Lumino Health Virtual Care top-of-mind for a couple of reasons. First, not every employee will enrol during the launch period – ongoing reminders will help spur additional enrolments. Lumino Health Virtual Care is there when your plan members need it most. Enrolling early, before it's needed, saves them time. Second, for those who have enrolled, it reminds them that they have the service available.

- **Email campaign.** Post-launch, you can continue to drive awareness with email campaigns that are part of your workplace wellness initiatives or other Human Resource programs.
- **Ongoing engagement materials.** We have flyers and postcards that you can print. Use them as part of wellness campaigns or health and safety weeks. We also have digital screen information that you can use on screens in break rooms and common areas. And depending on tech capabilities, you can also use these digital screens as desktop backgrounds for employee computers.
- **Employee webinar.** Our pre-recorded webinar video is a great way to introduce Lumino Health Virtual Care to new employees. It can also be a great way to kickstart a new enrolment campaign to encourage more employees to enrol.





Questions? We can help!

Please contact your group benefits representative.
They can help answer questions you have on how to
promote Lumino Health Virtual Care to your employees.

Life's brighter under the sun

Group Benefits are provided by Sun Life Assurance Company of Canada,
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