



Client Engagement Playbook

A 90-day plan to keep virtual care top of mind.



Make this playbook work for you

Think of this playbook as your shortcut to keeping First Stop Health top of mind throughout the year. Inside, you'll find ready-to-use messages, seasonal ideas, and simple ways to connect your team members with virtual care.

Pick what works for you. Copy and paste messages into your next newsletters, emails, Slack/Teams posts, or team meetings. Use the seasonal ideas to plan ahead or mix in your own company moments throughout the year.

You don't have to do it all. **A few timely reminders can go a long way.**

- First Stop Health Engagement Team

What high-engagement clients do differently

01

Embed virtual care into the employee experience

- Introduce early
- Make it easy to find
- Integrate into workplace conversations

02

Drive account activation

- Build into onboarding
- Remind & reinforce
- Activate your own account

03

Equip leaders to champion virtual care

- Share resources
- Create internal advocates
- Lead by example

04

Connect virtual care to key moments

- Align with seasons
- Reinforce benefits milestones
- Leverage key events

KEEP FIRST STOP HEALTH VISIBLE

Use the channels your team already sees.

Pick 2 channels

- ☐ Newsletter
- ☐ Intranet
- ☐ Benefits Hub
- ☐ Teams/Slack
- ☐ Email

Copy & paste

Make Your Health a Priority with First Stop Health

Did you know you have access to convenient virtual primary care through First Stop Health?

From preventive care and routine visits to managing ongoing health needs, First Stop Health makes it easy to get care from wherever you are. You can schedule a virtual visit with a provider without having to travel to an office.

Ready to get started? Claim your First Stop Health account today and take advantage of your virtual care benefit.

Tip: Repeat the message throughout the year so the benefit stays familiar

MAKE ACCOUNT ACTIVATION A NO-BRAINER

Remind employees to claim their accounts now.

Pick 2 activation tasks

- ☐ Add to onboarding
- ☐ Add to open enrollment
- ☐ Share the message with your team
- ☐ Set a quarterly reminder

Copy & paste

Two minutes now, care when you need it.

Your First Stop Health benefit gives you convenient access to virtual primary care, health coaching, urgent care and more, all from the comfort of home...or wherever you are.

Activate your account today so you're ready to access care when you need it. It only takes a couple of minutes to get set up!

app.firststophealth.com

Tip: Don't forget to activate your account so you're familiar with the process

EQUIP LEADERS

Give managers a simple script they can use.

Ask managers to pick one

- ☐ Mention virtual care in a team huddle
- ☐ Encourage virtual care when an employee is out sick
- ☐ Remind team members to activate their accounts

Manager huddle script

Before we wrap, a quick benefits reminder.

You have access to convenient virtual primary and urgent care, so you can connect with a provider from wherever you are.

Whether you need care for something that comes up unexpectedly or want to schedule a primary care visit, it's an easy option to keep in mind.

If you haven't used it yet, check it out by downloading the First Stop Health app or visiting firststophealth.com.

Tip: Choose a virtual care champion at each worksite to support your efforts

USE THE RIGHT MOMENTS

Take advantage of moments that already exist.

Pick 2 moments & put them on your calendar

- ☐ Back to school
- ☐ Cold & flu season
- ☐ Holidays
- ☐ Open Enrollment

Copy & paste

Back-to-school season is here! When unexpected illnesses pop up, First Stop Health Virtual Urgent Care gives you convenient 24/7 access to care without a trip to the doctor's office. Visit firststophealth.com to request a visit.

Don't let the flu keep you down. Skip the waiting room and connect with a First Stop Health Virtual Urgent Care provider 24/7, from wherever you are. Visit firststophealth.com to request a visit.

The holidays can make healthy habits a challenge. First Stop Health Coaching can help you stay on track with personalized support for nutrition, healthy habits, stress, and more. Visit firststophealth.com to request a visit.

Make the most of your First Stop Health benefit! As you review your benefits during open enrollment, remember that you have access to virtual primary care, urgent care, and health coaching to support your health throughout the year.

Tip: Think about moments unique to your organization when a reminder about virtual care would be timely

COPY & PASTE

More tried & true messages you can use

Subject lines

- ☐ Have you tried First Stop Health?
- ☐ Convenient care, from wherever you are
- ☐ Care that fits your schedule
- ☐ Get care without leaving home

Copy & paste

First Stop Health Virtual Primary Care makes it easy to connect with a provider from wherever you are. Visit firststophealth.com to request a visit.

Not feeling your best? First Stop Health Virtual Urgent Care gives you convenient 24/7 access to a provider when unexpected illnesses or injuries come up. Visit firststophealth.com to request a visit.

First Stop Health Coaching provides personalized support to help you build healthier habits and stay on track. Visit firststophealth.com to request a visit.

Claim your First Stop Health account today so you're ready to access virtual care and health support when you need it. Download the app or visit firststophealth.com to get started.

Tip: Visit the [Client Engagement Center](#) for more templates

WRITE THIS DOWN

Your moments calendar

August

National
Wellness
Month

September

Back-to
School

October

Cold & Flu
Season

November

Diabetes
Awareness
Month

December

Holiday
Travel

Fall

- Healthy sleep
- Breast cancer awareness
- Great American Smokeout

Winter

- Seasonal Affective Disorder
- Healthy habits
- New year health goals

Spring

- National Nutrition Month
- Seasonal allergies
- Heart health

Summer

- Summer safety
- Men's Health Month
- Staying active

SAMPLE 90-DAY PLAN

Three actions. Three months. *That's it!*



FIRST 30 DAYS

Activate

Activate your own account and send one activation reminder to your team.



DAYS 31-60

Reinforce

Share a talking point with managers and add account activation as an onboarding task.



DAYS 61-90

Remind

Send a seasonal reminder and set recurring quarterly nudges.

Tip: Repeat some actions and identify new ones for the next 90 days

CHOOSE YOUR FIRST MOVE

Select one thing to do *this week.*

01

Send one message

Use the activation message on the next page. Copy, paste, and send!

02

Equip one leader

Forward the manager talking point to one internal champion or leader.

03

Choose one moment

Choose a seasonal moment and add the ready-to-use message to a communication you already send.

Help to get started *(and keep going!)*

Client Engagement Center

firststophealth.com/client-resource-hub

Claim your account

app.firststophealth.com

Want to collaborate?

Reach out to your client success representative or clara@fshealth.com