



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 Mental Health a Priority with First Stop Health

Did you know you have access to convenient mental healthcare through First Stop Health?

When life feels overwhelming, it can help to have someone to talk to. First Stop Health connects you with a licensed provider virtually, so you can get support from the comfort of home or wherever you are.

Ready to get started? Claim your First Stop Health account today and take advantage of your mental health 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.

Whether you're navigating stress, life changes, relationship challenges, or just feeling like you could use someone to talk to, connecting with a mental health expert can be a helpful step.

Claim your account today so you're ready to access support when you need it. Getting set up takes just a couple of minutes.

app.firststophealth.com

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

Give managers a simple script they can use.

Ask managers to pick one

- ☐ Mention virtual care in a team huddle
- ☐ Encourage care when an employee experiences a life event
- ☐ Remind team members to activate their accounts

Manager huddle script

Before we wrap, a quick benefits reminder.

You have access to virtual mental healthcare through First Stop Health, so you can get support from wherever you are.

Whether you're dealing with stress, navigating a life change, or could simply use someone to talk to, its fast and easy to get help when you need it.

If you haven't explored your benefit 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
- ☐ Mental Health Awareness Month
- ☐ Holidays
- ☐ Open Enrollment

Copy & paste

Back-to-school season is here! It can be an exciting time, but it can also bring added stress. First Stop Health offers convenient virtual mental healthcare, so you can get support when you need it. Visit firststophealth.com to get started.

May is Mental Health Awareness Month. Taking care of your mental health is just as important as taking care of your physical health. When you need support, First Stop Health is here. Visit firststophealth.com to request a visit.

The holidays can be a lot to juggle. Between busy schedules, family responsibilities, travel, and everything in between, it's important to make time for your mental wellbeing, too. Visit firststophealth.com for confidential mental health support.

Make the most of your First Stop Health benefit! As you review your benefits during open enrollment, remember that you have access to virtual care to support your mental 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 makes it easy to connect with a mental health provider from wherever you are. Visit firststophealth.com to request a visit.

Life can bring stress, change, and challenges. You don't have to navigate it alone. First Stop Health gives you convenient access to virtual mental healthcare when you could use someone to talk to. Visit firststophealth.com to request a visit.

When life feels like a lot, sometimes a little support can make a difference. Connect with a licensed mental health provider virtually through First Stop Health, from wherever you are. Visit firststophealth.com to request a visit.

Claim your First Stop Health account today so you're ready to access virtual mental healthcare 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

Suicide
Prevention
Month

October

World Mental
Health Day

November

Holiday Stress

December

Grief & Loss
During the
Holidays

Fall

- Back to school
- Managing a busy schedule
- Fall routing reset

Winter

- Loneliness
- Winter blues
- New year, new routines

Spring

- Mental Health Awareness Month
- Stress Awareness Month

Summer

- Travel & family stress
- National Grief Awareness Day

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