

Communication Services



WebMD
HealthServices



We provide award-winning, agency-quality support for our clients. That means we offer a wide range of communication services—from marketing on-demand to full-fledged creative services, including strategy and execution.

Our clients have seen:

54%

higher registrations

52%

higher HA completion

5x

more site visits



Over the next few pages you'll see some examples of our work.

Launch Communications



Good communication is the key to introducing your well-being program. The campaigns spotlighted over the next couple of pages can be used to launch your well-being program and help your audience achieve their goals.



Progress is Personal

Progress is Personal

[PROGRAM NAME] can help you achieve better well-being, at your pace.

Health goals happen differently for all of us. With [PROGRAM NAME], you'll get the support you need to stay focused on improving your own self-care—from starting a fitness routine to getting adequate time to rest.

[URL]

Download our app

1. Visit the Apple App Store or the Google Play Store and search "Wellness At Your Side."
2. Download the app and enter your connection code: [CONNECTION CODE]
3. Register a new account and personalize your experience by answering a few questions.

WebMD HealthServices

Progress is Personal

[PROGRAM NAME] can help you achieve better well-being, at your pace.

Know Where To Start

Every step toward a health goal is a personal achievement. Ready for the first step with [Pat Surname]?

Complete the [Health Assessment] to help learn your strengths, identify areas for improvement, and get recommendations to help you get the most from [Pat Surname].

[GET STARTED](#)

Progress Pays Off

[CUSTOMIZABLE FIELD to describe reward amount, deadline, details about how rewards are applied] To learn more, visit the Rewards tab at [Pat Surname].



A Time and Place

A Time and Place for Everything

Every snapshot is part of the big picture of your health at [PROGRAM NAME]. (Plus, earn up to \$XXXX in rewards!)

A Time and Place for Everything

Every snapshot is part of the big picture of your health at [Fit SuiteName]. From staying active to sleeping in, better well-being happens by finding the right balance for you.

At [Fit SuiteName], we can help you capture more moments of exercise and rest, solitude and social connection, and time spent caring for every part of your well-being. (Plus, you can earn up to \$XXXX in rewards!)

REGISTER NOW

Resources to support you:

* [Fit is snapshot of your health.—The (Health Assessment) is a quick questionnaire that gives you a personalized health report and

WebMD Health Services Find your healthy balance at [URL]

DOWNLOAD OUR APP

1. Visit the Apple App Store or the Google Play Store and search "Wellness At Your Side"
2. Download the app and enter your connection code: [CONNECTION CODE]
3. Register a new account and personalize your experience by answering a few questions.

OPTIONAL EARN [REWARD AMOUNTS]
[CUSTOMIZABLE FIELD] to describe reward amount, deadline, details about how rewards are applied.



Here for You

When you're ready. We're here for you.

When you're ready. We're here for you.

Earn Rewards While There's Time!

You can earn on **[Ffid.SuiteName]**, powered by WebMD ONE, for well-being support whenever you need it. We offer resources that can help you start a healthier routine, let's change to manage your stress or work toward any other well-being goal you feel ready for. Not to mention, completing healthy activities can help you earn up to **[EXXXX]** in rewards! Don't wait, the deadline is **[DATE]**

EARN REWARDS

EARN REWARDS WHILE YOU CAN

Earn up to **[EXXXX]** for taking part in healthy activities while there's still time! **[CUSTOMIZABLE FIELD]** to describe reward amount, deadline, details about how rewards are applied. To learn more, visit the Rewards Page at **[Ffid.SuiteName]**.



Find Your Feel Good

Find Your Healthy Place Soon
 Don't miss out on up to [5000]! Work toward your personal well-being goals with help from [PROGRAM NAME] before [DATE].

Find Your Feel-Good
 Navigate your way toward better well-being with [PROGRAM NAME], now powered by WebMD ONE.

Find Your Strength

Wellness At Your Side

WebMD Health Coaching

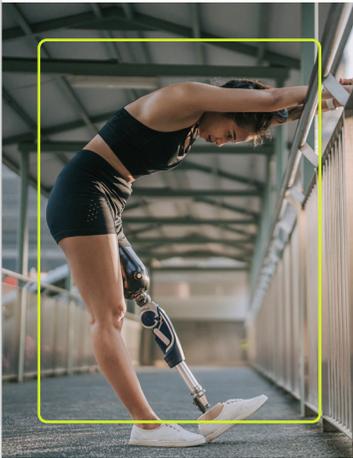


Once your well-being program is up and running, tap into Communication Services to help inspire your audience to connect with a health coach.

What does that look like? Flip to the next page for an example.

When a personal touch is important...

WebMD Health Coaching connects you with a **real person** who cares about your well-being.



[PHONE NUMBER]
[URL]



Find professional support

Meet a coach and start making meaningful changes. Through one-on-one sessions, they can inspire you to pursue more health goals, motivate you to keep moving forward, and educate you every step of the way.

Schedule a session

Health coaching from [PROGRAM NAME] is convenient and confidential. Schedule a session or exchange secure messages with your coach.

Coaching is rewarding

[CUSTOMIZABLE FIELD to describe reward amount, deadline, details about how rewards are applied.]

When you need flexibility to come first...



WebMD Health Coaching is designed to work for **your lifestyle**.

- [PROGRAM NAME] makes connecting with a health coach as convenient as possible. No matter your goals, schedule or coaching style, you'll find a flexible option that will work for you.
- Over the phone - Through a series of one-on-one calls, your coach will help you create a personalized plan to achieve your well-being goals.
- Exchange messages with a coach - Visit the coaching lobby and select Coach Connect. It's a simple way to exchange secure messages with a coach from anywhere.

Coaching sessions can last 10 minutes or longer if you need more support. Meet a coach and get started today!

[Connect With A Coach](#)

Or call [PHONE NUMBER]
[COACHING AVAILABILITY, DAYS AND TIMES]

Coaching is rewarding

[CUSTOMIZABLE FIELD to describe reward amount, deadline, details about how rewards are applied.]

[Learn More](#)

[Download our app](#)

Use our app to access Coach Connect and work toward your health goals, even when you're on the go.

Connect With a Health Coach

Find support no matter where you are on your well-being journey. Your coach will inspire you to pursue more health goals, motivate you to keep moving forward and educate you every step of the way.

Health coaches are professionally trained in nutrition, managing stress, quitting smoking, and more.

Coaching is rewarding
[CUSTOMIZABLE FIELD to describe reward amount, deadline, details about how rewards are applied.]

Schedule a session
Health coaching from [PROGRAM NAME] is convenient and confidential. Speak with a coach or schedule a session today.

[PHONE NUMBER]
[COACHING AVAILABILITY, DAYS AND TIMES]
[URL]

© WebMD Health Services Group, Inc.

When a personal touch is important...

WebMD Health Coaching connects you with a **real person** who cares about your well-being.

[URL]



When a personal touch is important...

© WebMD Health Services Group, Inc.

Custom Communications



Our award-winning team of designers, writers, communication strategists and project managers help our clients conceptualize and execute custom campaign work to meet your brand's needs.

Keep scrolling for real client examples.

Well-Being Program Relaunch

This campaign helped our healthcare client re-launch their well-being program with higher-than-ever health assessment and coaching engagement.

I Find Mine Here

WebMD Health Services can help you find your healthy place, no matter where it is. Just register for the Wellness Program, and you'll discover more paths that lead to better health and rewards than ever before.

Want to sleep better, reduce stress or manage a condition? Whatever your goal, we'll help you set goals, track your progress and stay motivated.

Achieve what's important to you at webmdhealth.com

Think Outside the Gym

There is nature can be just as good for your health as minutes logged on the treadmill. But no matter where you find your well-being, the Wellness Program offers a variety of ways to help you achieve full mind, body and spirit health.

To get started, complete an annual health screening. You'll learn important numbers related to your health and earn points toward a rewards payout.

15 Points	5 points
Complete an annual health screening.	Have a total cholesterol reading equal to or less than 200.
5 points	5 points
Have a blood pressure reading equal to or less than 130/85.	Receive a body mass index (BMI) reading less than or equal to 27.
5 points	
Have a fasting blood sugar equal to or less than 115, or non-fasting blood sugar equal to or less than 130 or A1C value of 6.4 or less.	

Don't have average annual health screening results? Don't worry. You can complete a health coaching call for each out-of-range biomarker. You can earn a maximum of 20 points for completing calls.

SCHEDULE A SCREENING

Earn 15 more points
After your annual health screening, complete the Health Assessment—a mobile-friendly survey that shows you where your health stands.

Earn an additional 100 Points
Once the Core Program is complete, personalize your path to even more rewards with the Supplemental Wellness Program.

Set and complete a My Health Assessment goal. Meet goals to feel happier, eat better and more.	Participate in WebMD Wellness Challenges. Track your steps, sleep to get quality sleep or take part in.	Complete healthy activities. Keep a lookout for more activities offered at your location!

WHERE'S YOUR HEALTHY PLACE?

WebMD Health Services understands everyone has to find their own path to well-being. That's why, starting this year, we're offering more paths to better taking care of yourself.

Get started and

EARN 50 POINTS

- Complete the Core Program
- Complete an annual health screening
- Earn 15 points and another 20 points for a coaching call
- Complete the Supplemental Wellness Program

Learn where to find your healthy place

EARN AN ADDITIONAL 100 POINTS

Once the Core Program is complete, personalize your path to even more rewards with the Supplemental Wellness Program.

- Set and complete a My Health Assessment goal
- Participate in WebMD Wellness Challenges
- Complete healthy activities

I Find Mine Here

Well-being can be found in many places. That's why the AdventHealth Wellness Program offers more paths to better health and rewards than ever before.

www.webmdhealth.com/ahs/

AdventHealth | Employee Wellness | WebMD Health Services

“ It’s designed so you feel like you could walk right into each scene.

NICOLE CORNETT
ART DIRECTOR

Weight Loss Challenge Campaign

We created a lighthearted campaign for our energy industry client. It was a great way to grab our audience's attention while providing important health information. As a result, their number of digital health assistant users doubled from the previous year.

“

We offer plenty of tips to help make weight loss a little easier.

ANGELA REDEAU
COMMUNICATION STRATEGIST

You made some
BIG changes.



Congratulations on completing Lose Weight! Whether you reached your weight loss goal or not, you should be proud and celebrate the progress you made.

Remember, change comes in stages. If you were unable to make your new habits stick, keep trying and it can become easier over time.¹ Plus, The Well-Being Team is always here to help you achieve your well-being goals.

The results

Of the [#] people who registered for Lose Weight, [#] met their weight-loss goal.

Participants lost [#] pounds in total, and not to toot our own horns, but close to the weight of [#] elephants. That is huge!

You worked hard, supported each other and achieved impressive results. Thank you to everyone who participated for making our longest and most ambitious campaign such a success!

Find the right
activity for you!



No matter what your fit style is, you can always find fun ways to get moving during Lose Weight. Get reminders on your phone to get moving or set appointments in your calendar to go exercise. Get buddies and explore local trails. Visit the gym and get a good sweat or join a recreational sports team with a friend. Or you can exercise right from your living room with a workout video.

Then, keep pushing yourself! There is no better reward than beating your own mile time, lifting a few extra pounds or absorbing just a bit further than you did the month before.

TRACK YOUR PROGRESS



Just getting started? If you have not been active, have any health problems or are older, check with your doctor to see what activity level is right for you.



Create a workout that works for you! Check out our Get Physical Lunch and Learn and other resources. Go to resources.com or My Benefits + Education + Resources + Wellness Resources + Get Moving.

Earn rewards

Achieve your weight loss goal with MyHealth Assistant to earn 100 points.

We do better
as a pack!



During Lose Weight, support from loved ones can help prevent you from feeling overwhelmed or discouraged. Friends, family and coworkers can all help you stay motivated, accountable and on the path toward a healthier lifestyle.

Ask a friend to be your workout buddy, who can meet you at the gym or walk with you during lunch. Or connect with a Health Coach, who can provide you with professional health advice and personalized coaching. As you build your support network and work toward your weight loss goal, remember to track your progress using MyHealth Assistant.

TRACK YOUR PROGRESS



Team up with a health coach MyHealth Coaches are registered dietitians and nurses who are available 24/7 to help you achieve your well-being goals and better manage your weight. Call 866.686.7322.

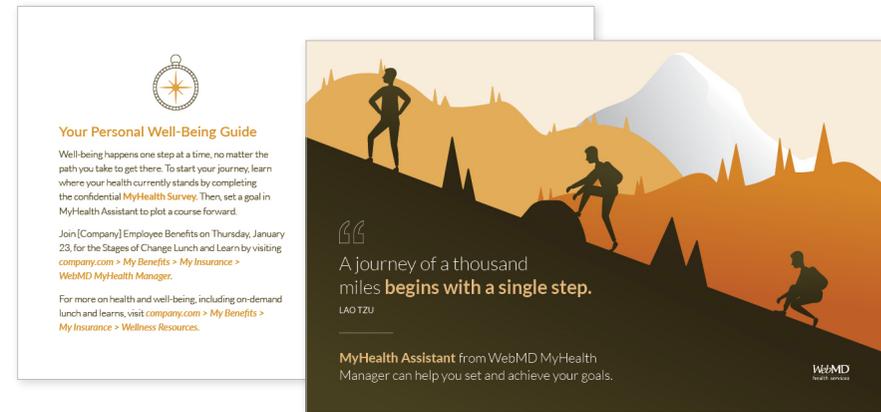


Earn rewards Achieve your weight loss goal with MyHealth Assistant to earn 100 points.



Stages of Change Campaign

Our energy industry client wanted a well-being campaign that embodied the “Stages of Change” theory. To bring their idea to life, we created illustrations of a person persevering through a physical challenge, along with inspirational messaging.



“

We used different design elements to help tell the story.

NICOLE CORNETT
ART DIRECTOR



WebMD[®] HealthServices

Let's connect and see how we can
be your **everything** well-being partner.

To make the most of your well-being program,
visit [webmdhealthservices.com](https://www.webmdhealthservices.com).