

# HealthJoy Email Templates

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## Email Templates for Prospecting

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## Email templates for Current Clients

### HealthJoy Introduction For United Concierge Clients

#### Subject Line Suggestions:

You might be interested in our newest tech partner

Good News for United Concierge Medicine Clients!

Drive telemedicine utilization and ROI with HealthJoy

Hi <insert name>,

Rose & Kiernan just [launched a technology partnership](#) that I think would be a good fit for <company> HealthJoy is a mobile platform for employee engagement and cost containment. The platform integrates plan elections, United Concierge Medicine, and an ecosystem of cost-saving resources into a single location and guides members better healthcare decisions

Check out a two minute overview video to see the platform in action here— one client [saw 50% higher ROI in a third of the time compared to using telemedicine alone](#).----- The full platform — including UCM — is available to our clients at just \$2.50 more than UMC alone. I think this is a perfect fit for <company>.

#### CHOOSE ONE CALL TO ACTION:

I'd like to invite their team to our next meeting on <insert date> so you can get a deeper understanding of the solution. Does that work for you?

-----OR-----

You can join our monthly HealthJoy webinar by signing up [here](#).

--- OR ---

I'd like to schedule a 1:1 meeting with their team to introduce the technology. When is a good time?

Best,

<insert email signature>

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## Target: Client with pain points HealthJoy addresses

Subject Line Suggestions:

- New benefits technology for <company>
- New cost-containment strategy for R&K Benefits Clients

Hi <insert name>,

Rose and Kiernan [recently announced a technology partnership](#) that I think would make sense for <company>. HealthJoy is a mobile platform that simplifies benefits for employees and contains costs. The platform integrates member benefits elections, plan designs, and an ecosystem of cost-saving resources like telemedicine and provider searches to guide members to healthcare decisions that benefit their health and their wallet. Check out [this two-minute video](#) for a quick overview of the platform.

Based on our past conversations, I think HealthJoy would be a great fit for <company>:

> <insert pain point / value prop 1>

> <insert pain point / value prop 2>

### CHOOSE ONE CALL TO ACTION:

I'd like to invite their team to our next meeting on <insert date> so you can get a deeper understanding of the solution. Does that work for you?

-----OR-----

You can join our monthly HealthJoy webinar by signing up [here](#).

--- OR ---

I'd like to schedule a 1:1 meeting with their team to introduce the technology. When is a good time?

Best,

<insert email signature>

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## Call-to-Action Emails: Register for Monthly Group Webinar

### HealthJoy Introduction for Benefits Clients

Subject Line Suggestions:

- Free this Friday to join a webinar?
- New benefits technology for <INSERT ORGANIZATION>

Hello <FIRST NAME>,

Rose & Kiernan [announced a new technology partnership](#) recently that I think might be of interest: HealthJoy is an artificial intelligence-powered mobile platform for employee benefits engagement and cost containment that integrates plan designs, wellness programs, and member elections for centralized access to information and proactive, personalized guidance.

Their results are pretty impressive: check out a client case study [here](#), and let me know if you'd like to download a demo account, I can send you an invitation.

We're hosting a webinar with HealthJoy on <insert date>. You can register [here](#), but let me know if you can't make it at that time. Let's set up a time that works.

<INSERT EMAIL SIGNATURE>

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Hello <FIRST NAME>,

Happy New Year! I wanted to make sure you saw [our announcement a few weeks back](#) about Rose & Kiernan's new partnership with [HealthJoy](#). The solution simplifies benefits for employees, makes navigating the healthcare system easy, and saves money on claims and yearly premiums for companies, employees, and their families.

Check out a quick overview of the platform [here](#), and let me know if you're interested in downloading a demo account. I can send you an invitation.

I'm recommending that all my benefits clients check out our upcoming webinar with HealthJoy on <insert date>. You can register [here](#), and if you can't make it at that time, reach out. Let's set up a time that works!

<INSERT EMAIL SIGNATURE>

## HealthJoy Introduction For United Concierge Clients

Subject Line Suggestions:

- Take UCM to the next level with our new technology partner
- Exciting new partnership to make UCM even more effective
- HealthJoy + UCM = happier employees, lower healthcare costs

Hello <FIRST NAME>

We were excited to announce our [new technology partnership with HealthJoy](#), an artificial intelligence-powered mobile platform for employee engagement. The platform integrates plan elections and United Concierge Medicine into a single location and guides members proactively to take advantage of their benefits cost-effectively.

Check out a quick overview of the platform [here](#), and let me know if you're interested in downloading a demo account — I can send you an invitation.

I think this technology would be a great fit for <INSERT ORGANIZATION>, given <INSERT REASON>. We're co-hosting an introductory webinar this Friday at 11am EST, I hope you can join. You can register [here](#), and if you can't make it, let me know. Let's set up a time that works!

Best -

<EMAIL SIGNATURE>

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## Email Templates for Prospecting

### Target Sponsor: Finance Sponsor (Not applicable community-rated targets)

Subject Line Suggestions:

- Struggling to manage healthcare costs? Rose & Kiernan can help
- Introducing artificial intelligence to manage benefits costs
- Employee behavior drives benefits costs - HealthJoy can help

Hello <insert first name>

Employee benefits are often the second line item in any company budget, making it one of the most impactful business units in any company — but most finance teams have no way to control costs. There's a lot employers can do in terms of strategy, but at the end of the day, claims and premium increases hinge on employee behavior use their benefits and navigate the healthcare system.

In order to help employees and their families simplify cost-effective healthcare decisions, [Rose & Kiernan has just launched a partnership with HealthJoy](#), a mobile app for employees that leverages artificial intelligence and advocacy to contain costs and create an intuitive healthcare experience for employees. [Their results are impressive](#) and I think this would be a perfect fit for {COMPANY}.

I'd love to get some time on the calendar to show you the platform and brainstorm how this might benefit your employees and your bottom line. What does next week look like for you?

<insert signature>

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## Target Sponsor: Finance - Clients with existing / underutilized telemedicine solution

Subject Line Suggestions:

Time for your employees to (actually) use telemedicine

Benefits cost-containment solutions not delivering? I can help.

Hello <insert first name>,

Telemedicine has huge cost-savings potential in employee benefits strategies, but most solutions suffer from low employee utilization, resulting in low ROI. I'm excited to introduce [our new partnership with HealthJoy](#) to solve that problem.

HealthJoy is a mobile platform for employees that makes understanding benefits and informed decision making easy for employees. The platform integrates all benefits — including telemedicine and an ecosystem of other cost-saving resources — and guides employees to better decisions through artificial intelligence and expert advocacy. One client [saw 50% higher ROI in a third of the time compared to using telemedicine alone](#).

I'd love to get some time on the calendar with you to brainstorm how we can save your from steep premium increases, and your employees from the frustration of confusing benefits. What does your schedule look like this week?

<insert signature>

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## Target sponsor - Finance owner at a company with a specialty you know well

{First Name}-

In working with other companies in {INDUSTRY or POSITION}, a key issue they're struggling with is containing healthcare costs when employees make poor decisions.

At Rose & Kiernan, we know that cost containment starts when employees understand and properly use their benefits, and without tools to help, that's nearly impossible. We're excited to [announce a partnership with HealthJoy](#) deliver a powerful platform to engage employees, centralize and integrate benefits access, and guide member behavior, resulting in [thousands saved in unnecessary medical spend](#).

If this is something you're struggling with, let's set up a quick call. I have some ideas that might help.

All the best,

<insert signature>

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### Target Sponsor: HR Teams with overextended resources

Subject Line Suggestions:

How much time do you waste each week answering benefits questions?

Outsource employee benefits questions with HealthJoy

Managing employee benefits is a headache. Deciding on plans during open enrollment is one problem, but- answering employee questions throughout the year is entirely another. You don't have all the answers, and you shouldn't have to.

Rose & Kiernan [just launched a technology partnership with HealthJoy](#), a mobile platform for employees that empowers them to solve their problems on their own. The app is a central resource for employees to turn to for any healthcare need, combining artificial intelligence, an expert advocacy team, telemedicine and an ecosystem of cost-saving resources like bill review, provider scheduling, and prescription sourcing.

HealthJoy takes the work out of employee benefits decisions- both for you and for employees. I think you'll find it invaluable, and I'd love to show you. Do you have a few minutes to discuss this week?

<insert signature>

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### Target Sponsor: HR teams

Subject Line Suggestions:

Your employees work hard - don't make them work for their benefits

For too long, the healthcare industry has asked employees to do too much to understand and use their benefits: wasting time in a waiting room or on hold, negotiating with billing offices over errors, poring over confusing benefit summaries, or scouring the fine print for a hint as to next steps.

At Rose & Kiernan, we believe benefits should be intuitive. We're excited to [announce our partnership with HealthJoy](#) to take the confusion and work that comes with navigating the healthcare system off of your employees through artificial intelligence-driven technology and expert advocacy. The app is a central resource for employees to turn to for any healthcare need, combining artificial intelligence, an expert advocacy team, telemedicine and an ecosystem of cost-saving resources like bill review, provider scheduling, and prescription sourcing.

I'd like to get some time on the calendar this week to discuss — how is <insert date> for you?

<insert signature>

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Target Sponsor: Finance / HR teams that just went through a renewal / premium increase

Subject: Stop the vicious cycle in rising healthcare costs

Did you face rate increases again this year, despite making changes to your employee benefits?

Enough is enough. The reality is, you don't have control over your healthcare, your employees do. If you don't have tools to help them understand and use their benefits, expect rate increases. If your employees don't use the tools you give them, expect rate increases. It's that simple.

Rose & Kiernan [recently partnered with HealthJoy](#) to deliver personalized advocacy and cost-saving resources to employees in an artificial intelligence-driven experience that employees actually use - meaning real cost savings. This new strategy is [saving one company \\$115 per employee per month](#)! I'd love to help you do the same.

Do you have 15 minutes this week to discuss?

<insert signature>

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Target Sponsor: Finance / HR

Subject Line Suggestion : Sophisticated benefits strategies should be simple

Hello <insert name>

I get it: employee benefits are expensive and complicated, especially for employees. I also understand that the strategies designed to make this system work for you and your employees can feel overwhelming — both for you and for your employees..

I'm excited to [share Rose & Kiernan's new partnership with HealthJoy](#), a technology platform for employees that makes sophisticated benefits strategies simple for employees and their families to understand and properly use. HealthJoy provides one place to turn to for any healthcare need, combining artificial intelligence, advocacy, telemedicine and an ecosystem of cost-saving resources like bill review, provider scheduling, and prescription sourcing.

Employees love the app, and companies love the ROI. Do you have 15 minutes this week to discuss?

<insert signature>