

# Teladoc™ Engagement Toolkit

## Welcome to Teladoc!

This is your guide to getting your employees involved in their new telemedicine benefit, Teladoc. You already know that Teladoc is a great resource. Now you just have to get the word out!



## Spread the word

When employees are knowledgeable about their benefits, they will use them. And when your employees use Teladoc, you will see savings to your benefit plan!

Introduce Teladoc to your employees using the pieces included on the next page. Make sure you let them know that Teladoc is available 24/7 and they can consult with a doctor over the phone, by video or through the mobile app. And, best of all, it's included as part of their benefits, so it's no cost to them!

- **Create** an effective campaign by using all of the pieces or choosing the best ones for your employees.
- **Post** the pieces around the workplace or send them in a company-wide email.

## Tips for a successful program

Using these communication pieces will help increase awareness and utilization of the programs, but you can do even more to get the best results.

- **Become an expert.** Learn about Teladoc so you can answer questions from employees.
- **Get support from the top down.** Involve senior leadership in the promotion of the program.



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## Sample Communication Plan

HR presentation to employees	Welcome Letter	Flyers for print or email
Human Resources should present the Member PowerPoint Presentation to introduce the Teladoc services to employees before the effective date.	<p>Distribute the Welcome Letter from CEO to Employees to introduce them to the program.</p> <p>Distribute the Member Welcome Letter to members prior to implementation</p>	<p>In the following weeks and months, hand out or email the Teladoc Member Flyers to employees or post them in common areas.</p> <p>Looking for Spanish or poster-sized pieces? We have them! Send a request to your account executive.</p>

Print ID Card instructions: please be sure to distribute this document to members as it's helpful in explaining how to print a member's ID Card.