Employer mental health email templates

### Email one: an introduction to Smart Health mental health support

**Subject line**: Keeping you happy and healthy

**Main body**:

Hi [INSERT EMPLOYEE NAME],

It’s people like you that make our business tick. So making sure you’re happy and healthy is top of our list.

By being part of the [INSERT COMPANY NAME] family, you have [life insurance/critical illness cover/income protection] with AIG. And the good news is it comes with access to Smart Health – their award-winning health and wellbeing service.

**Time to talk**

If you or your family1 need someone to talk to, Smart Health’s team of qualified experts are on hand for confidential support.

They'll get you the specialist help you need, anything from coping with stress, anxiety, trauma or depression to dealing with a recent bereavement. And you can access up to four sessions.

Get started by booking in with an expert on the [website](https://aiglife-smarthealth.com/en/omc-mental-health-support). Or scan the QR code and you’re good to go. Have your scheme code and photo I.D ready if it’s your first time using Smart Health: [INSERT COMPANY SCHEME CODE].



Thanks,

[INSERT SIGN OFF]

Smart Health is provided to AIG Life Limited customers by Teladoc Health. We want to let you know that these services are non-contractual, which means they don’t form part of the insurance contract with us. If our partnership with Teladoc Health ends, these services could be changed or withdrawn in the future.

1 Smart Health is available to your partner or spouse and children up to the age of 21

### Email two: promoting Smart Health’s services to employees

**Subject line**: We’ve got your back

**Main body**:

Hi [INSERT EMPLOYEE NAME],

**You’re not alone**

At [INSERT COMPANY NAME] we’ve got your back. If you’re not feeling yourself, you’re not on your own.

**Experts at your fingertips**

As one of our people, you have access to Smart Health through your AIG [life insurance/critical illness cover/income protection]. Smart Health is their award-winning health and wellbeing service, which includes expert mental health support.

You can make the most of up to four sessions with a psychologist – so you stay happy and healthy.

**Getting started**

It’s simple. Scan the QR code or [head to the website](https://aiglife-smarthealth.com/en/omc-mental-health-support) to book in with an expert. You’ll just need your scheme code and photo I.D if it’s your first time using Smart Health: [INSERT COMPANY SCHEME CODE].



Thanks,

[INSERT SIGN OFF]

Smart Health is provided to AIG Life Limited customers by Teladoc Health. We want to let you know that these services are non-contractual, which means they don’t form part of the insurance contract with us. If our partnership with Teladoc Health ends, these services could be changed or withdrawn in the future.

1 [World Health Organisation, March 2022](https://www.who.int/news/item/02-03-2022-covid-19-pandemic-triggers-25-increase-in-prevalence-of-anxiety-and-depression-worldwide#:~:text=Wake%2Dup%20call%20to%20all,mental%20health%20services%20and%20support&text=In%20the%20first%20year%20of,Health%20Organization%20(WHO)%20today.)

### Email three: rising cost of living

**Subject line**: Rising cost of living: how we can help

**Main body**:

Hi [INSERT EMPLOYEE NAME],

It seems like the cost of everything is going up these days. So if it’s causing you some stress or anxiety, we wanted to remind you how we can help.

As part of the team at [INSERT COMPANY NAME] you have [life insurance/critical illness cover/income protection] with AIG. Including Smart Health.

Smart Health is the perfect blend of services to help manage your health and wellbeing. And it's free to you and your family too1. Use it as much as you need, whether that's now or in the future.

**Support from the experts**

If you’re feeling stressed or anxious, or just need someone to talk to, Smart Health’s team of qualified mental health experts are on hand for confidential support.

Booking an appointment is easy – scan the QR code or [head online](https://aiglife-smarthealth.com/en/omc-mental-health-support) to get started. You’ll just need your scheme code and photo I.D if it’s your first time using Smart Health: [INSERT COMPANY SCHEME CODE].



Thanks

[INSERT SIGN OFF]

Smart Health is provided to AIG Life Limited customers by Teladoc Health. We want to let you know that these services are non-contractual, which means they don’t form part of the insurance contract with us. If our partnership with Teladoc Health ends, these services could be changed or withdrawn in the future.

1 Smart Health is available to your partner and children up to the age of 21

### Email four: how the mental health support works

**Subject line**: Smart Health mental health support: how it works

**Main body**:

Hi [INSERT EMPLOYEE NAME],

**Every week, one in six of us will experience a mental health problem1. But at [INSERT COMPANY NAME] we want to change that.**

As one of our people, you have [life insurance/critical illness cover/income protection] through AIG – including access to Smart Health. So now you and your family2 have a team of qualified mental health experts on hand for confidential support.

**Here’s how it works**

1. **Get in touch:** give Smart Health a call or [head online](https://aiglife-smarthealth.com/en/omc-mental-health-support) to book an appointment.
2. **The right support:** you’ll be asked some questions by a GP and referred to an expert who matches your needs.
3. **Feel at ease:** you’ll get a bio of who you’ll be talking to, with a bit about their skills and experience. There’ll also be some relaxation exercises to help you prepare.
4. **Your sessions:** you’ll have up to four sessions of around 50 minutes each. At the end of your treatment, Smart Health’s experts might also provide resources for you to use in your own time.

Want to talk to an expert? Scan the QR code below. You’ll just need your scheme code and photo I.D to hand if it’s your first time using Smart Health: [INSERT COMPANY SCHEME CODE].



Thanks,

[INSERT SIGN OFF]

Smart Health is provided to AIG Life Limited customers by Teladoc Health. We want to let you know that these services are non-contractual, which means they don’t form part of the insurance contract with us. If our partnership with Teladoc Health ends, these services could be changed or withdrawn in the future.

1 Mind, mental health facts and statistics, 2022  
2 Smart Health is available to your partner and children up to the age of 21

### Email five: demonstrate the value of Smart Health to employees

**Subject line**: “Blimey, he’s £100 an hour.” Mental health support doesn’t have to cost a thing.

**Main body**:

Hi [INSERT EMPLOYEE NAME],

**Looking after your mental health is important. But knowing where to start can often be the hardest part.**

Here’s your reminder that being a part of the [INSERT COMPANY NAME] family means you’ve got Smart Health – including access to mental health experts.

Meet Louise1.Louise used Smart Health after suffering with her mental health. We don’t want to jump the gun, but we think she might have been impressed:

**“It was an absolutely amazing experience, I got more from the four sessions with my Smart Health counsellor than I did in four years of weekly therapy”.**

**“The communication was brilliant and I couldn’t believe the quality of service I was getting from my counsellor, especially as I wasn’t paying for it.”**

**“I looked Michael, my counsellor, up on the internet and I thought – blimey, he’s £100 an hour.”**

Talking to your very own Michael is easy. Whether you need help coping with stress, anxiety, trauma, depression or you’re dealing with a recent bereavement.

[Head online](https://www.aiglife-smarthealth.com/en/mental-health-support/) or scan the QR code and you’re good to go. You’ll just need your scheme code and photo ID if it’s your first time using Smart Health: [INSERT COMPANY SCHEME CODE].



Thanks,

[INSERT SIGN OFF]

1 Smart Health real-life case study – October 2021. The name has been changed to protect the identity of the customer.  
Smart Health is provided to AIG Life Limited customers by Teladoc Health. We want to let you know that these services are non-contractual, which means they don’t form part of the insurance contract with us. If our partnership with Teladoc Health ends, these services could be changed or withdrawn in the future.