

Client engagement playbook

Conversation starters for employee benefits advisors

Explore these resources that help you advise, not just sell. This playbook includes monthly awareness holidays, health insurance hooks, and ready-to-share social media content to keep your clients engaged year-round.

Prepared for health insurance brokers



Mass General Brigham
Health Plan

How to use this playbook

This playbook is your year-round conversation tool. Each month includes timely well-being topics, awareness moments, and ready-to-share content you can use to keep clients engaged—without extra prep work.

Here's how to make it part of your routine:

Bring it into the conversation

- Open check-ins with that month's awareness topic as a natural icebreaker
- Share the email draft to connect well-being topics back to plan benefits
- Use the sample email and/or social posts to help clients engage their own employees on LinkedIn and internal channels
- Tie seasonal content to renewal discussions and benefits planning cycles

Why it works for your clients

- Shows you're proactive about employee well-being, not just selling a plan
- Adds value to every routine touchpoint without requiring extra research or prep
- Positions you as a strategic partner who understands engagement, morale, and productivity challenges
- Keeps the conversation going year-round—not just at open enrollment

January

Content to support January health awareness days

- ✓ [Cervical Health Awareness Month](#)
- ✓ [Healthy Weight Awareness Month](#)
- ✓ [National Blood Donor Month](#)

Sample social media post

Every two seconds, someone in the US needs blood.

Donating blood is a safe and rewarding way to give back to your community. Whether you're donating for the first time or you've made it a regular habit, your donation helps others in need. Book your appointment today to help save lives.

[Learn more about blood donation:](#)

<https://blog.massgeneralbrighamhealthplan.org/blood-donations-what-to-expect-and-how-to-prepare>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **Weight management with a health coach**

Importance ▾

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Hi [Client Name],

As you think about ways to support your employees' health and well-being, we want to highlight a few valuable resources available through Mass General Brigham Health Plan. Members can enroll in [Healthier You, a one-year program](#) that offers personalized health coaching via phone and text. It's designed to help individuals build healthier habits with ongoing guidance and support.

Many plans also include fitness and weight-loss reimbursements to help members stay active and reach their goals. These benefits may cover:

- Subscriptions, classes, or activities at qualifying fitness facilities
- Participation in eligible fitness programs
- Up to six months of membership fees for a qualified weight-loss program

These offerings can help remove common barriers and make wellness more accessible for your employees. If you'd like to explore how these benefits apply to your plan or how to promote them internally, I'm happy to help.

February

Content to support February health awareness days

- ✓ [American Heart Month](#)
- ✓ [National Cancer Prevention Month](#)
- ✓ [National Donor Day](#)

Sample social media post

Heart-healthy cooking isn't just for people managing high blood pressure—it's a smart choice for anyone looking to live well.

Making intentional choices in the kitchen can boost your health and benefit everyone in your household. The foods you eat influence blood pressure, cholesterol levels, inflammation, and cardiovascular health.

[Learn more kitchen tips:](#)

<https://blog.massgeneralbrighamhealthplan.org/cooking-with-heart-5-simple-hacks-for-heart-healthy-meals>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **Help your employees stay heart-healthy**

Importance ▾

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Hi [Client Name],

High blood pressure often has no noticeable symptoms, but it can quietly increase the risk of heart disease, stroke, and other serious health conditions. That's why regular check-ups and preventive care are so important—they can make a meaningful difference in identifying and managing risks early. Encouraging employees to take small, practical steps can go a long way in supporting overall heart health. Here are a few simple ways to help maintain healthy blood pressure:

- Schedule regular check-ups with a healthcare provider
- Eat a balanced diet with fruits, vegetables, whole grains, and lean proteins
- Reduce sodium by limiting processed and packaged foods
- Stay physically active with movement you enjoy
- Quit smoking and limit alcohol

Promoting awareness and prevention can help employees stay healthier and reduce the risk of more serious health issues down the road. If you'd like ideas for sharing these tips with your team or connecting them to your health plan benefits, I'm happy to help.

March

Content to support March health awareness days

- ✓ [National Nutrition Month](#)
- ✓ [Endometriosis Awareness month](#)
- ✓ [World Down Syndrome Day](#)

Sample social media post

An energy-boosting diet starts with whole, nutritious foods. Highly processed foods are often filled with sugar, unhealthy fats, and additives. They leave you feeling sluggish, especially after the first sugar rush wears off.

Instead, focus on fruits and vegetables, whole grains, and lean proteins. Protein helps to stabilize blood sugar levels and keeps you feeling fuller for longer.

[Learn more about simple hacks for heart-healthy meals:](https://blog.massgeneralbrighamhealthplan.org/cooking-with-heart-5-simple-hacks-for-heart-healthy-meals)
<https://blog.massgeneralbrighamhealthplan.org/cooking-with-heart-5-simple-hacks-for-heart-healthy-meals>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **Free Down syndrome clinic through Mass General Hospital**

Importance ▾

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Hi [Client Name],

I wanted to share a valuable resource available to your employees through Mass General Brigham Health Plan.

Access to specialized care—at no extra cost

- Members have free access to [Down Syndrome Clinic to You \(DSC2U\)](#)—a virtual service developed in collaboration with Mass General Brigham and experts at Massachusetts General Hospital.

Personalized, coordinated support

- DSC2U provides individuals with a personalized wellness plan tailored to their needs. This plan can also be shared with their primary care provider (PCP) to help support more coordinated, comprehensive care.

This type of specialized, accessible care can help improve health outcomes and make it easier for families to navigate complex care needs. If you'd like support sharing this resource with your employees or understanding how it fits within your plan, I'm happy to help.

April

Content to support April health awareness days

- ✓ [Stress Awareness Month](#)
- ✓ [Alcohol Awareness Month](#)
- ✓ [Autism Acceptance Month](#)

Sample social media post

April is Stress Awareness Month. Reducing stress doesn't require a complete lifestyle overhaul. Small, consistent practices can make a meaningful difference. For example:

- Practice mindfulness
- Move your body regularly
- Stay connected

Social connection plays a key role in stress management.

[Learn more about stress management:](#)

<https://blog.massgeneralbrighamhealthplan.org/spring-clean-your-space-spring-clean-your-mind-how-decluttering-supports-better-health>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **Help employees manage stress with built-in behavioral health support**

Importance ▾

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Hi [Client Name],

April is Stress Awareness Month, making it a great time to focus on how your employee benefits can help support overall well-being and peace of mind.

Mass General Brigham Health Plan offers access to a range of behavioral health resources to help employees find the care they need:

- Optum Behavioral Health provides access to a broad network of providers and services, including outpatient care, day programs, residential treatment, autism support, and substance use and recovery services
- Lyra Health is available to many members and offers clinically proven mental health services. Employees can find providers tailored to their needs and book appointments quickly—either virtually or in person

Members can also explore the [Behavioral Health page](#) for helpful tools and information to support mental health and substance use needs. Providing easy access to these resources can help employees manage stress, improve well-being, and stay engaged at work and at home. If you'd like help sharing these resources with your team or understanding how they apply to your plan, I'm happy to help.

May

Content to support May health awareness days

- ☒ [Mental health awareness month](#)
- ☒ [Women's health month](#)
- ☒ [Pelvic Health Awareness Month](#)

Sample social media post

4 tips for navigating conversations about mental health with loved ones:

- Express concern nonjudgmentally: When you're worried about a loved one's mental health, it's important to bring up your concerns in a nonjudgmental way.
- Practice active listening: Use body language to show you're listening.
- Avoid comparison: If a loved one tells you about a difficult situation they're facing, you might try relating to them by describing a similar situation you've dealt with in the past.
- Ask what you can do: Ask your loved one what they need from you rather than assuming what would be helpful.

[Learn more about how to approach a loved one about their mental health:](#)

<https://blog.massgeneralbrighamhealthplan.org/sensitive-conversations-4-ways-to-approach-a-loved-one-about-their-mental-health>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **An equitable approach to women's health support for your employees**

Importance ▾

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Hi [Client Name],

Women's health needs are complex—and many individuals have experienced challenges in getting the care they need, whether that's feeling unheard, overlooked, or facing gaps in support. These barriers can discourage timely care and impact overall health outcomes.

Mass General Brigham Health Plan offers a digital-first [women's health portfolio](#) designed to support members across all life stages and help address gaps in care. This comprehensive suite of resources includes support for:

- Pregnancy, loss, and child healthcare
- Pelvic health
- Menopause and midlife care

These offerings are grounded in research, shaped by member needs, and designed to provide more personalized, accessible support. By offering benefits that reflect real experiences and evolving healthcare needs, you can help ensure your employees feel supported, heard, and empowered to access care when they need it. If you'd like help sharing these resources with your team or understanding how they align with your plan, I'm happy to help.

June

Content to support June health awareness days

- ✓ [Pride Month](#)
- ✓ [Men's Health Month](#)
- ✓ [Alzheimer's & Brain Awareness Month](#)

Sample social media post

Prostate cancer is one of the most common types of cancer among men. Men should begin talking to their doctor about prostate cancer screening at age 50, or earlier if they have a family history or other risk factors. To screen for prostate cancer, doctors perform routine prostate exams to find any abnormalities like unusual lumps. They may request a prostate-specific antigen (PSA) test, as higher levels of PSA can indicate a risk for cancer.

[Learn more about men's health screenings:](#)

<https://blog.massgeneralbrighamhealthplan.org/mens-health-7-essential-screenings>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **Help employees stay healthy with preventive screenings during Men's Health Month**

Importance ▾

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Hi [Client Name],

Encouraging preventive care is one of the most effective ways to support employee health and well-being. Many serious health conditions can be prevented—or detected early—through routine screenings and annual checkups. However, studies show that many men delay or skip these important visits, which can increase the risk of more serious outcomes over time.

Regular health screenings can:

- Detect potential issues early
- Enable faster, more effective treatment
- Help reduce the risk of serious conditions like heart disease and cancer
- Support healthier habits

Most health plans cover preventive screenings at no extra cost, making it easier for employees to prioritize their health. Encouraging regular checkups can be a simple but impactful way to help your team stay healthier over the long term. If you'd like ideas for promoting preventive care among your employees or for connecting these benefits to your plan, I'm happy to help.

July

Content to support July health awareness days

- ✓ [UV Safety Awareness Month](#)
- ✓ [BIPOC Mental Health Month](#)
- ✓ [International Self-Care Day](#)

Sample social media post

Summer is a season with longer days and more sunshine. Nature is in full bloom during this vibrant time of year. Ironically, the same summer warmth that draws us outside can also make outdoor exercise more challenging, especially on those humid days when it feels even hotter than the temperature. Fortunately, with the right precautions, you can avoid heat-related illnesses.

Learn more about how to stay cool this summer while being active: <https://blog.massgeneralbrighamhealthplan.org/stay-cool-while-staying-active-summer-exercise-tips-to-beat-the-heat>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: If you're on the go this summer, virtual urgent care is an option

Importance ▾

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Hi [Client Name],

Access to convenient, high-quality care can make a meaningful difference in your employees' experience—especially when unexpected health needs arise. With On Demand services through Mass General Brigham Health Plan, employees can access virtual urgent care for minor illnesses and injuries—24/7, without the need for travel or referrals. Care can be accessed from the comfort of home, the office, or anywhere in the US, making it easier to get timely support when it's needed most.

Virtual urgent care is available for a range of common concerns, including:

- Cold, flu, and upper respiratory infections
- Sinus symptoms
- Eye irritation (such as conjunctivitis)
- Allergies and rashes
- Urinary symptoms (for adults)
- Other minor illnesses and injuries

Offering convenient care options like this can help employees save time, avoid unnecessary trips, and stay on top of their health. If you'd like help promoting this benefit to your team or understanding how it applies to your plan, I'm happy to help.

August

Content to support August health awareness days

- ✓ [Breastfeeding Awareness Month](#)
- ✓ [National Immunization Awareness Month](#)
- ✓ [World Lung Cancer Day](#)

Sample social media post

Did you know that while breastfeeding, your body requires additional key nutrients to support your health and your baby's development? Protein is essential for tissue repair and helps keep you feeling full; good sources include lean meats, eggs, tofu, lentils, and dairy products.

Learn more about why feeding yourself well matters during breastfeeding: <https://blog.massgeneralbrighamhealthplan.org/why-feeding-yourself-well-matters-during-breastfeeding>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **Help your employees quit nicotine**

Importance ▾

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Hi [Client Name],

Mass General Brigham Health Plan members have access to a comprehensive nicotine-cessation benefit at no additional cost. The Quit it!™ Nicotine and tobacco cessation program combines personalized support from a Certified Tobacco Treatment Specialist, coverage for quit-smoking medications (with a prescription), educational resources, and access to the online program through the wellness hub.

- Members can work one-on-one with a Certified Tobacco Treatment Specialist to assess their nicotine use, create a personalized quit plan, and learn about treatment options and medications.

Providing access to these types of resources can help employees feel supported during an important life transition—while also improving overall well-being and engagement. If you'd like help promoting these benefits to your team or understanding how they fit within your plan, I'm happy to help.

September

Content to support September health awareness days

- ✓ National Recovery Month
- ✓ National Suicide Prevention Month
- ✓ Healthy Aging Month

Sample social media post

Can employers play a role in suicide prevention?

The first step in offering suicide prevention is recognizing that the issue can affect anyone. The Occupational Health and Safety Administration emphasizes that employers can play a role in preventing suicides through the development of a supportive environment. This includes providing access to mental health resources and being prepared when warning signs are observed.

Learn more about how employers can support their employees:
<https://blog.massgeneralbrighamhealthplan.org/suicide-prevention-can-employers-play-a-role>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **Helping employees on the path to recovery**

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Hi [Client Name],

Supporting employees through behavioral health and recovery journeys is an important part of a comprehensive benefits strategy. Mass General Brigham Health Plan offers access to recovery coaches—trained professionals who provide compassionate, personalized support at no additional cost to members.

Recovery coaches act as:

- Guides, mentors, and advocates
- A source of support that is judgment-free and empathetic
- Partners focused on strengths, goals, and personal progress

They work closely with individuals to help build on their strengths, skills, and capabilities—supporting a path forward in a positive, constructive way. Providing access to these services can help reduce stigma, encourage individuals to seek support, and improve overall well-being for your employees. If you'd like help sharing this resource with your team or understanding how it fits within your plan, I'm happy to help.

October

Content to support October health awareness days

- ☒ Menopause Awareness Month
- ☒ Breast Cancer Awareness Month
- ☒ Pregnancy and Infant Loss Remembrance Day

Sample social media post

Today, 50 million women in the US are navigating menopause, and it's an experience that impacts a person's life in physical, mental, sexual, and even spiritual ways.

As health insurance plans expand their women's health offerings, menopause support is a key component in supporting their full continuum of care. Menopause guides are here to help.

Learn more about menopause support:
<https://blog.massgeneralbrighamhealthplan.org/have-you-heard-of-a-menopause-doula>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **Supporting women's health through menopause support and mammogram coverage** Importance ▾

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Hi [Client Name],
Supporting women's health across all life stages is an important part of a comprehensive benefits strategy—and Mass General Brigham Health Plan offers resources designed to meet those evolving needs. As part of their women's health portfolio, many members have access to Elektra Health, a digital platform focused on menopause care. This includes:

- A personalized wellness plan
- One-on-one coaching
- Clinically reviewed education
- Access to a private community for peer support

Preventive care is another key component of women's health. Coverage may include:

- Routine mammograms, including 3D screenings
- Follow-up breast ultrasounds when appropriate
- Breast MRIs for eligible members based on clinical criteria

These services help support early detection and ongoing care—both of which can play an important role in improving health outcomes. Providing access to comprehensive, stage-specific care can help employees feel supported, empowered, and more confident navigating their health. If you'd like help sharing these resources with your team or understanding how they apply to your plan, I'm happy to help.

November

Content to support November health awareness days

- ✓ [American Diabetes Month](#)
- ✓ [National COPD Awareness Month](#)
- ✓ [National Family Caregivers Month](#)

Sample social media post

Individuals living with or at risk for diabetes can manage the disease with lifestyle changes and support systems. For example, diet. Focus on a balanced diet rich in whole grains, lean proteins, healthy fats, and plenty of fruits and vegetables. Monitoring carbohydrate intake is crucial for managing blood sugar levels.

[Learn more about living with diabetes:](#)

<https://blog.massgeneralbrighamhealthplan.org/living-with-diabetes-guidance-towards-a-healthier-life>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **Open enrollment and diabetes management**

Importance ▾

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Hi [Client Name],

Open Enrollment is one of the most important times of the year to engage employees and help them make informed decisions about their health coverage. It's also a great opportunity to highlight programs that support long-term health and well-being. One example is diabetes management.

Mass General Brigham Health Plan offers a Diabetes Management program through Teladoc Health to help eligible members better manage type 1 or type 2 diabetes—at no additional cost. This digitally enabled program provides:

- A smart blood glucose meter
- Unlimited test strips and lancets
- Expert coaching and support
- Easy tracking tools to help manage blood sugar levels

Programs like this can help employees take a more active role in managing their health, leading to better outcomes and improved quality of life.

As you guide employees through plan selections and important deadlines, highlighting these types of resources can help them see the full value of their benefits and avoid gaps in care. If you'd like support communicating these offerings or answering employee questions during Open Enrollment, I'm happy to help.

December

Content to support December health awareness days

- ✓ Seasonal Depression Awareness Month
- ✓ World AIDS Day
- ✓ National Volunteering Month

Sample social media post

Do you know about the health benefits of volunteering? Volunteering tends to bring together social connection and physical activity, and that can be a powerful combination for better cognitive functioning.

Learn more about how volunteering affects your health:
<https://blog.massgeneralbrighamhealthplan.org/how-volunteering-affects-your-health>



Sample email to send to your Mass General Brigham Health Plan clients

Subject: **End-of-year wrap-up**

Importance ▾

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Hi [Client Name],

As the year comes to a close, it's a great time to help employees make the most of their remaining benefits before they expire. Encourage your team to:

- Use remaining FSA/HSA funds before applicable deadlines
- Complete any outstanding care or appointments
- Review benefits and wrap up open enrollment decisions
- Start planning for next year's health needs

Supporting well-being during the winter months

This time of year can also bring changes in mood and energy levels. With shorter daylight hours, some individuals may experience symptoms of Seasonal Affective Disorder (SAD). Sharing resources and encouraging employees to prioritize their physical and mental health can help them stay well through the season. Taking a proactive approach now can help employees feel more prepared, supported, and confident heading into the new year. If you'd like help communicating these reminders to your team or connecting them to your plan benefits, I'm happy to help.

Stay in touch with Mass General Brigham Health Plan

Sign up for The Health Column for weekly
education sent right to your inbox.



Thank you!

We hope this playbook helps you build stronger client relationships throughout the year. For additional engagement resources and broker support tools, reach out to Craig Maddalena, Director of New Business Sales. Our team is here to help you succeed in every client conversation.



**Craig Maddalena, Director of New Business Sales
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