**2023 Health and Well-being**

**Email:** Program launch

**Focus:** Welcome to program, overview of all requirements and dates

**Suggested subject line**: Welcome to [HealthPartners Living Well or client program name]



**What do you want to be healthy for?**

You’ve got a lot to look forward to in 2023, so why not make it your healthiest year yet? From having the stamina to dance the night away at a wedding, staying healthy enough to take that bucket list vacation, or simply showing up for the ones you love, [HealthPartners Living Well or client program name] can help you reach your health goals.

Whatever your reasons are for getting healthy, we’re here with tools and resources to support you. First, get started by taking your health assessment to learn more about your current health. Then, take action! Participate in well-being activities, explore what fits your lifestyle and discover what the path to better health looks like for you. Here’s a quick overview of how the program works and how you can earn [program reward].

[Start today](https://www.healthpartners.com/signin/livingwell) [BUTTON]

**How it works**

When you complete these steps by [deadline] you’ll earn [program reward].

1. **Take your health assessment.** It’s quick, confidential and takes less than 10 minutes to complete. Plus, you’ll get an overview of your current health status.
2. **Complete [activity requirement].** By taking your health assessment, you’ll gain access to well-being activities that will help you reach your goals.

[If your medical plan covers your spouse, they can/must also participate and earn a reward.] For more information, visit [link to more info].

We look forward to supporting you on your health journey! Visit [**healthpartners.com/signin/livingwell**](https://www.healthpartners.com/signin/livingwell) today to get started.

**Need to set up an account?**

Use the [*Create an account*](https://www.healthpartners.com/wellbeing-registration/wellbeing/company-info) link to get started. For “Company name,” use: [alias here].

**Questions?**

If you have questions about [Living Well or client program name], contact [group contact name] at [number].

For help signing on, call HealthPartners at **800-311-1052** or [email](https://www.healthpartners.com/wellbeing-registration/wellbeing/contact-us).

*You are receiving this email on behalf of [group name] [Living Well or client program name].* *We have partnered with HealthPartners to offer this health and well-being program to all [group name] employees.*