



inConfidence Monthly Promotional Email Enhancements

As your EFAP and work-life/wellness resource, inConfidence is committed to helping you increase awareness and utilization of the program within your organization. We are excited to introduce significant enhancements to the monthly promotional email you receive from inConfidence.

The promotional email will contain the following versions of your employee features:

1. .pdf version: This traditional "flyer" format will still include links to relevant content, the program's toll-free number, and your organization's confidential website log-in information. You can download this version to your system, copy/paste the link into a new email you've drafted, or click on the PDF link to open the file and print it.
2. .html version: The same content in the PDF flyer will now also be available as an HTML template that you can open, then copy/paste directly into a new email for your employees, members, or students. This format is also ideal if your organization wishes to post changing monthly program promotional content to an intranet/web page.
3. .ppt version: This link will point to a one-slide PowerPoint of the monthly feature that you can use for plasma screens, CCTV systems, etc.

Previously sent to you in a separate email each month, the monthly manager features will now be available to share with your people managers and HR colleagues at the same time as the employee features!

The promotional email will contain the following versions of your manager features:

1. .pdf version: This traditional "flyer" format will still include links to relevant content, the program's toll-free number, and your organization's confidential website log-in information. You can download this version to your system, copy/paste the link into a new email you've drafted, or click on the PDF link to open the file and print it.
2. .html version: The same content in the PDF flyer will now also be available as an HTML template that you can open, and copy/paste directly into a new email for your managers.

Finally, we'll also include short samples of feature text that you can copy/paste as text messages or social media posts to promote the program to your workforce in new and exciting ways.

If you have any questions about the new promotional email, please contact your Medavie Blue Cross Program Manager by email at wellness@medavie.bluecross.ca.