

COVID-19 Multi-Channel Campaign Offerings



The Coronavirus situation is quickly evolving.

Rapid and effective communication is vital to reduce the spread of the virus, as well as ensuring your business's success over the coming months. [We're here to help.](#)

We realize Coronavirus is top of mind for your organizations right now as you work to mobilize communications and resources to the individuals you serve. As your engagement partner, Welltok is ready to support you with critical communication needs during these uncertain and rapidly changing times. Our outreach capabilities can be rapidly and easily deployed for your populations in order to get the right message to the right individuals at the right time.

In order to better inform consumers and protect their health, we have created COVID-19 specific offerings for your patients, members, employees, and communities.

Our pre-built campaigns provide reminders and education about prevention, risk management and mitigation, and emergency preparedness. We can also direct consumers to community or organization-based resources you have developed, such as fact sheets or webpages, and additional support resources like hotlines, nurse lines, or EAP programs.

Offer Includes

- Single or multi-channel communications through IVR, SMS, email or mobile/web
- Scripts created and tailored by market based on latest CDC guidelines
 - Tailored communications for high risk groups
- Opportunities to promote sponsor resources such as:
 - Nurse lines or COVID-19 hotlines
 - Updates on prescription refills, COVID-19 testing coverage and co-pays
 - Info on Employee Assistance Programs (EAP), travel or telecommute policies, etc.

Additional services include:

- Custom content/campaign development
- Engage and transfer support for call centers
- Direct mail

COVID-19 Communication Campaigns: Key Messages



Prevention: Education on hand-washing, social distancing, disinfecting surfaces, and other recommended prevention techniques by CDC



Risk Management for Populations: Notifying high risk groups (e.g. people over 60 years old, anyone with chronic diseases or compromised immune systems) about additional precautions and risk mitigation



Emergency Preparedness:

- Nurse lines or COVID-19 hotlines
- Updates on prescription refills, COVID-19 testing coverage and co-pays
- Info on Employee Assistance Programs (EAP), travel or telecommute policies, etc.

COVID-19 Communication Campaigns: Channels

Channel	Offering
IVR	<ul style="list-style-type: none">• Pre-built call scripts with configurable content to promote sponsor resources (e.g. nurse line)• Multiple call attempts and voicemail messages
SMS	<ul style="list-style-type: none">• Pre-built scripts with configurable content to promote sponsor resources (e.g. nurse line)• Ongoing dialogue with reminders and tips over 6 weeks
Email	<ul style="list-style-type: none">• Template scripts• Branding can be configured to match client's logo, color scheme, tone, etc.
Web/Mobile	<ul style="list-style-type: none">• CaféWell Action Card drives to CDC• CaféWell Jumbotron and right side promo to continuously remind consumers• Email directing members to CaféWell benefits and resources



Welltok is a consumer activation company that drives individuals to take actions that optimize their total wellbeing. Only Welltok leverages advanced analytics and machine learning to engage consumers with timely and relevant multi-channel, personalized resources and incentives. Our solutions integrate data driven SaaS software, curated resources and professional services to help health plans, employers, providers and public entities drive growth, build longitudinal relationships and improve healthcare value.

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