



## We've Listened to Your Feedback and We Have Your Back!

We are so excited to share with you what you can expect from the Uprise Health team in 2023 to better support you, our clients in serving you of being proactive, staying responsive, and driving engagement.

In 2023, we will be running four quarterly member campaigns for you to deploy internally. We will provide all information at the beginning of each quarter. Each campaign focuses on a thematic topic that we will be providing educational resources and support for during the quarter. In order to make them easy to deploy, we will be providing HR and leadership resources to promote the campaign and increase member utilization and engagement.

### 1st Quarter

This campaign focuses on helping our members set goals at the beginning of the year to improve their lives and their families'. We also will highlight our new brand refresh, and the programs and services we offer.

### 2nd Quarter

Individuals are talking openly and honestly about mental health as well as pride and LGBTQIA+ support. This campaign is about mental health awareness and education, and we have a few special highlights for LGBTQIA+ for pride month.

### 3rd Quarter

Back-to-school isn't always easy, and it means big changes for kids, parents, and teachers. We'll share resources to help you navigate the upcoming school year and how to support your kids.

### 4th Quarter

It's the end of the year and that means recapping what you accomplish and what you want to focus on for the new year. We'll cover multiple tips for lifestyle management. It's never too late to be a better you.

## 1st Quarter | New Year, New You, New Us

This campaign focuses on helping our members set goals at the beginning of the year to improve their lives and their families'. We also will highlight our new brand refresh, and the programs and services we offer.



### Materials for improved member

**engagement:** Post card, announcement post, social media post, email template.



**Educational materials:** Blog on our new brand and improved member experience, educational flyer listing the most effective ways to approach setting goals for a new year.



**Highlighted services:** Nutritional tools and resources, personal values skill-building course, and webinars on health habits as well as time management.

# 2023



## 2nd Quarter | Mental Health and Pride

Individuals are talking openly and honestly about mental health as well as pride and LGBTQIA+ support. This campaign is about mental health awareness and education, and we have a few special highlights for LGBTQIA+ for pride month.



### Materials for improved member

**engagement:** Post card, announcement post, social media post, email template.



**Educational materials:** Blog on helping someone through a mental health crisis. Educational flyers on how to support a child coming out as LGBT+, LGBT+ resources, and tips to boost mental health, and an emotional first-aid support guide.



**Highlighted services:** Behavioral health coaching, self-esteem, and goal setting skill-building courses, and a webinar on taking care of your mental health day-to-day.



## 3rd Quarter | Back-to-School

Back-to-school isn't always easy, and it means big changes for kids, parents, and teachers. We'll share resources to help you navigate the upcoming school year and how to support your kids.



**Materials for improved member engagement:** Post card, announcement post, social media post, email template.



**Educational materials:** Blog on supporting your child with special needs, and educational flyers on childcare services, elder care services, what you should know about SDOH, listing how to handle stress going back-to-school and how we can help minority students.



**Highlighted services:** School and family tools and resources, childcare services, and a webinar on effective parenting strategies through time of change.



## 4th Quarter | Lifestyle Management: Understand, Design and Manage

It's the end of the year and that means recapping what you accomplish and what you want to focus on for the new year. We'll cover multiple tips for lifestyle management. It's never too late to be a better you.



**Materials for improved member engagement:** Post card, announcement post, social media post, email template.



**Educational materials:** Blog and educational flyers on managing holiday stress, how to cope as the days get shorter, health awareness, and lifestyle management.



**Highlighted services:** Financial services, crisis support line, and webinars on substance use, spending, and relaxation.

