

PegasusHealth

Q4 Wellbeing Launch Checklist

Make your next wellbeing benefit launch manager ready, engaging, and stress free with this simple step by step checklist.

Step 1: Manager-First Briefing

- Share a concise briefing pack with managers: what the benefit is, why it matters, and FAQs.
- Run a short (30 min) Q&A session with managers before launch.
- Provide managers with template language they can adapt for team meetings or 1:1s.

Step 2: Multi-Channel Employee Comms

- Prepare a simple 3 message sequence: awareness, how to use, and reminder.
- Use at least 2 different channels (email + posters/intranet + short video).
- Focus on employee impact: 'what's in it for me?' rather than technical details.

Step 3: Broker-Backed Support

- Ensure your broker provides launch templates and comms assets.
- Request post launch uptake reporting and insights.
- Agree in advance how the broker will support HR queries after launch.

- ✓ **Print this checklist and tick off each step as you go.**
- ✓ **Share it with your HR team and managers for a smoother, more confident launch.**

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Health Benefit Launch Schedule

01

- Confirm benefit details, provider resources, and FAQs.
- Create comms toolkit
- Brief HR team on the rollout plan and responsibilities.
- Confirm launch session dates for managers and employees.

02

- Manager briefing session(s): 20–30 minutes to explain the benefit, provide FAQs, and set expectations.
- Share Manager Playbook
- Provide managers with launch date timeline so they know when and how to talk to their teams.

03

- Post teaser messages on intranet/newsletter ("Something new is coming for your wellbeing")
- Display posters/graphics in shared spaces
- Encourage managers to drop hints in team meetings ("Watch out for an exciting announcement next week")

04

- Send employee launch invite email
- Run employee launch sessions (live or recorded webinars, in-person meetings)
- Share FAQ sheet + access instructions
- Post launch announcement on intranet and social channels

05

- Managers remind teams in 1:1s and team meetings
- Post success story/testimonial (e.g. "Sarah used the new benefit and saved £X on her eye test")
- HR to share quick tips via email or chat ("3 ways to use your new benefit this month")

06

- Collect usage/uptake data from provider. Share early success metrics with leadership (e.g. % registered in first month)
- Survey employees/managers on awareness and ease of use
- Address gaps (if uptake low, run refresher campaign)

Communications to Managers:

Meeting Invite

- *Subject Heading :*

Join Us: Help Shape the Launch of Our New Employee Health Benefit

Hi [Manager's Name],

We're excited to share that [Company Name] is introducing a new **employee health benefit** designed to support wellbeing, reduce stress, and give our people access to care when they need it most.

As line managers, you play a vital role in making sure this benefit lands well with your teams. That's why we're holding a short **Manager Briefing Session**:

 **Date/Time:** [Insert date & time]

 **Location/Link:** [Insert meeting room or video link]

 **Duration:** [20–30 mins]

What's In It For You?

- **Confidence:** You'll leave with a simple playbook that explains what the benefit is, why it matters, and answers to FAQs your team may ask.
- **Support:** You'll have HR and our broker on hand to back you up — you're not alone in delivering this message.
- **Less Stress:** Clear comms and resources mean fewer questions landing on your desk, and more time for you to focus on leading your team.
- **Stronger Teams:** When employees feel supported, engagement and productivity rise — and that reflects well on you as their manager.

Please RSVP by [insert date] so we can send you materials in advance.

Your voice and leadership are critical to making this launch a success — we'd love to see you there.

Manager Briefing Template – New Employee Benefit Launch

Benefit Name: [Insert benefit name]

Launch Date: [Insert date]

Audience: Line Managers

1. Purpose of this Briefing

This briefing is designed to help you, as a line manager, feel confident in communicating and supporting the launch of our new employee benefit. You'll find:

- A clear overview of the benefit
 - Key messages to share with your team
 - FAQs and answers you may need
 - Next steps and support available to you
-

2. What the Benefit Is

[Insert a short, plain-English description of the benefit. Example:]

We are introducing a new **Employee Assistance Programme (EAP)**, providing confidential support for mental health, financial advice, and legal guidance. It's available to all employees and their immediate families, 24/7.

3. Why It Matters

For employees:

- Improves access to wellbeing and health support

- Reduces stress and financial worry
- Encourages healthier, happier working lives

For managers/business:

- Builds trust and engagement
- Reduces absence and presenteeism
- Strengthens our wellbeing culture

(CIPD reports that organisations investing in wellbeing see higher engagement and lower sickness absence.)

4. Your Role as a Manager

You are a key messenger. Please:

- Introduce the benefit positively to your team
 - Share the “what’s in it for me” message
 - Encourage staff to use it with confidence
 - Reassure them it’s confidential (where applicable)
 - Direct employees to HR or our broker for detailed queries you can’t answer
-

5. Key Messages to Share with Your Team

- **What it is:** [Insert benefit description in 1–2 lines]
 - **Who it’s for:** [Insert eligibility details]
 - **How to use it:** [Insert practical steps e.g. helpline, app, provider portal]
 - **Why it matters:** [Insert benefit outcomes — e.g. faster care, reduced costs, wellbeing support]
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6. FAQs

Q: Is it confidential?

A: Yes. All use of the [benefit] is confidential and not shared with the company.

Q: Who can access it?

A: [Specify employees, family members, dependents, etc.]

Q: How much does it cost me as an employee?

A: Nothing. This is fully funded by the business.

Q: Where can I find more details?

A: [Insert intranet link / HR contact / brochure]

7. Next Steps for Managers

- Share the benefit with your team at your next meeting
- Display posters or intranet comms in your area
- Check in with employees in 2–3 weeks to gather feedback
- Let HR know if you need more resources or support

8. Support Available to You

- HR Contact: [Insert name/email/phone]
- Broker Support: [Insert contact if relevant]
- Resource Hub: [Insert intranet or shared folder link with posters, email templates, FAQs]

Subject Heading : *Your New Employee Health Benefit - Invite to launch*

Email Body:

Hi [Employee's Name],

We're excited to let you know that [Company Name] is introducing a brand-new **health and wellbeing benefit** to give you and your family extra support when you need it most.

To make sure you know exactly what's available and how to use it, we'd love you to join us for a short **Employee Launch Session**:

 **Date/Time:** [Insert date & time]

 **Location/Link:** [Insert meeting room or video link]

 **Duration:** [20–30 minutes]

What's In It For You?

- **Peace of mind:** Clear information on how the benefit works and how you can use it.
- **Practical support:** From everyday health needs to specialist advice (depending on the benefit).
- **Easy access:** Learn step-by-step how to get started, with resources to keep.
- **Your wellbeing matters:** This is an investment in you — your health, your happiness, and your work-life balance.

BENEFIT HIGHLIGHTS TO BE ADDED

You'll leave the session with:

- A simple overview of the benefit
- Answers to common questions
- Details on how to access it straight away

This is your chance to see how the new benefit can make a real difference to you



 **Please RSVP by [insert date]** so we can share the session details and resources with you.

We're looking forward to showing you how this new benefit supports you — because your wellbeing is at the heart of what we do.