

# 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

1

- 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.

2

- Manager briefing Session(s) : 20-30 mins 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

3

- 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 teams meetings ("Watch out for an exciting announcement next week")

4

- 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 the intranet and social channels

5

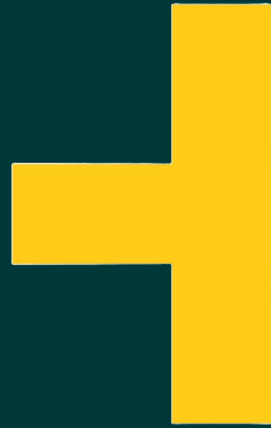
- Managers remind teams in 1:1s and team meetings
- Post success story/testimonial (e.g. "Sarah used the new benefit and saved £X on her eye test")
- HR to share quick tips via email or chat ("3 ways to use your new benefit this month")

6

- 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)

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## 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 Program (EAP), providing confidential support for mental health, financial advice, and legal guidance. It's available to all employees, 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

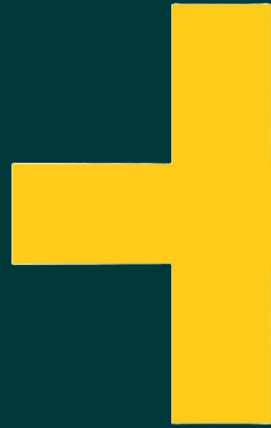
**For managers/business:**

- 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.)*

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## Manager Briefing Template : New Employee Benefit Launch



### 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 the health benefit provider member services number, 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]

### 6. FAQ

**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. Include details of P11D if appropriate.

**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]

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## Email Templates

Communication 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

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## Email Templates

Communication to Employees

**+** Invite to Launch

**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.**