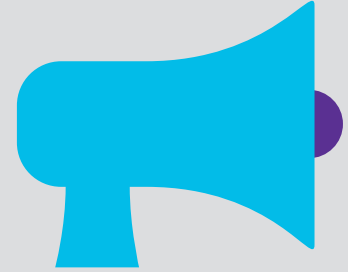


Spread the word

IDEAS TO PROMOTE TELADOC



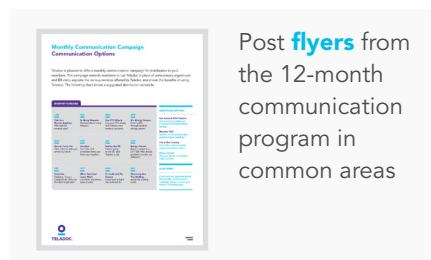
Communicating regularly with your members is the best way to ensure your program succeeds. **Here are 24 ideas to promote Teladoc!**

Teladoc welcome kits - introduce Teladoc to your members.



- Teladoc provides two annual mailings to members' homes typically in the spring and fall relating to seasonal illnesses
- Include Teladoc within benefit summaries, open enrollment, and new hire materials
- Include Teladoc on health ID cards "Talk to a doctor anytime, anywhere! Call 1-800-Teladoc or visit **Teladoc.com**"
- Include Teladoc as part of your wellness program
- Payroll stuffer/Paystub messaging
- EOB messaging
- Teladoc signature tag on HR/Benefits signature lines

- Teladoc provides product training webinars for HR/Benefits staff to ensure staff is knowledgeable and promotes program
- Teladoc article/ad within member newsletters
- Emails to members regarding Teladoc - include an employee testimonial from someone that has used the service



Post **flyers** from the 12-month communication program in common areas

- Create a link to Teladoc.com on your intranet or benefits site (suggested content available upon request)
- Messaging on company social media (Facebook/Twitter/Chatter)
- Client blogs with Teladoc thread

- Video boards or closed circuit TVs with Teladoc videos
- Mailings to members' home addresses - Teladoc postcards available
- Promotions for members to complete their medical history for a chance to win a prize or PTO day
- Health insurance premium reductions for those members that complete their account set up and medical history
- Feature Teladoc in the HR dept "On Hold" messaging
- Automated calls to member's cell phones
- Client recorded messages automatically sent to members' office lines
- Text messaging (general message regarding Teladoc or targeted to ER utilizers)
- Teladoc screen saver on company computers

