A logo with blue arrows and text

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# **Welcome to Business Health Trust**

**Contact Us**

We want to work closely with you to make your program a success. Please contact Jenn Evenson at Business Health Trust with questions or to discuss ideas for promotion:

**Phone:**

(425) 247-1628 

**Email:** [**jenn@businesshealthtrust.com**](mailto:jenn@businesshealthtrust.com)

Thank you for partnering with Business Health Trust to provide comprehensive employee benefits to your member companies.

As an Association Health Plan, Business Health Trust is offered exclusively to members of partner associations like yours.

Business Health Trust was founded in order to provide health insurance and other employee benefits for small groups that might not otherwise be able to afford coverage. Our mission is to help Washington’s business community thrive by providing the high quality, affordable employee benefits growing companies need to be competitive.

We depend on our partner associations to help educate employers about our offering, so we have developed this toolkit as a handy guide to help partners promote Business Health Trust to their members.

# **Using This Guide**

To help you market Business Health Trust (BHT) to your members, we’ve put together tools, materials, and suggested content to cut and paste, edit, and use as appropriate in your own communications.

What’s inside:

* Overview of recommended promotional activities
* Downloadable, ready-to-use BHT and co-branded materials
* Content you can cut and paste into your own communications
* Suggestions for how to reach out to new and existing members
* Guidelines for using the Business Health Trust brand

# **Member Communication Plan**

**Customize Your Member Communication Plan**

We are happy to help you create a roadmap of where, when, and how you promote this member benefit program to your membership.

Contact us today to build out a customized plan!

Promoting this member benefit program will help get your membership engaged. Below is an outline of recommended activities to communicate with your membership and help get “buzz” about this program! Throughout this packet you will find downloadable resources to use as you execute each of these recommended activities.

**Highlight in Membership Materials**

Highlight BHT employee benefits in your member recruitment and retention materials:

* Include in your member benefits listing or brochure
* Include a flyer or postcard in your welcome letter or renewal letters/emails

**Include in Membership Communications**

Include a Business Health Trust banner or text in one newsletter or message from your association on a quarterly basis.

**Highlight on Your Website**

Text, web banners, and resources are available so that you can easily promote the program on your website.

* List the benefit on your website (and link to businesshealthtrust.com)
* Promote by using a banner ad on your site

Please only use the provided text and link to **businesshealthtrust.com**.

**Promote at Your Events**

Include Business Health Trust hand-outs or promotional materials at one or more events (in-person or virtual) quarterly.

**Promote on Social Media**

We’ve provided text and social media tiles sized for Facebook and LinkedIn. We’d love it if you posted a BHT message once a week, but even monthly would help get the word out. We will also send you fresh messages and images each quarter.

**New Member Communications**

**Have a Good Idea?**

If you have other materials or giveaways you are interested in providing to new members, or if you’d like help incorporating BHT into your existing marketing pieces, please contact Jenn Evenson and we can discuss!

**Phone:**

(425) 247-1628

**Email:** [**jenn@businesshealthtrust.com**](mailto:jenn@businesshealthtrust.com)

**Handouts**

When a new member first joins your association (or when they are considering joining), is the ideal time to make them aware of Business Health Trust (BHT) as a benefit of membership. These materials can be used in new member packets, handed out at new member events, or made available at online:



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| --- | --- |
| **Co-branded One-Pager**  Download and print a one-pager customized for your association | **Postcard**  Download this postcard  as a quick overview to BHT |

**Events**

Call us to discuss your upcoming new member events. BHT staff may be available to attend your events with a virtual booth or BHT table with materials and giveaways or be on hand to answer member questions one-one-one or speak to the group.

**Emails**

Cut and paste the suggested copy below to send stand-alone emails to new members about Business Health Trust, or incorporate Business Health Trust language into regularly scheduled new member emails:

**BusinessHealthTrust.com**

Members have questions? Send them to our website.

In addition to providing detailed information about the BHT offering, our site is a source for small businesses in Washington to get information on a number of topics including:

* Staying Healthy
* Making Informed Decisions
* Getting the Most Out of Your Benefits
* Managing Your Employee Benefits Program
* Running Your Business
* Industry News

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**Subject:** Special Member-Only Benefit: Comprehensive, Affordable Employee Benefits from Business Health Trust

A close-up of a company logo

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Finding health insurance that is both high quality and affordable can be challenging for small businesses. As a **Walla Walla Valley Chamber of Commerce** member, you can access comprehensive, affordable employee benefits from Business Health Trust.

Business Health Trust offers large company benefits for small businesses, with exclusive choice of over 80 affordable medical plans from major carriers including Premera Blue Cross and Kaiser Permanente. Whether you have two employees or more than 100, BHT can help you create a benefits program that attracts talent and keeps your employees healthy and productive – at a budget you can afford.

Business Health Trust offers:

* **Medical** (5 - 199 enrolled employees): Premera Blue Cross
* **Medical** (2 - 199 employees): Kaiser Permanente (PPO and HMO)
* **Dental:** Delta Dental of Washington, Premera Blue Cross
* **Vision:** VSP Vision Care Inc.
* **Employee Assistance Program:** Behavioral Health Systems
* **Life/AD&D/Voluntary Life/Disability:** LifeMap
* **Voluntary Personal Accident:** AIG
* **401(k):** Newfront
* **Property & Casualty Insurance:** Newfront
* **HR Tools & Resources:** Archbright
* **Additional small business savings:** Passport Corporate Membership, discounts on office supplies, technology, and more.

**Get More Information**

Visit the [Business Health Trust](http://www.businesshealthtrust.com) website for details of the offering, and for a wide range of employee benefits, health and wellness news and insights for small businesses in Washington.

**Request a Quote**

To request a Business Health Trust quote, please contact your insurance producer or broker. Don’t have a broker? No problem. Contact Business Health Trust at (425) 201-1972 or [quote@businesshealthtrust.com](mailto:quote@businesshealthtrust.com)

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**Year-Round Communications**

**Download Logo**

To download the Business Health Trust logo and other materials, go to:

[**businesshealthtrust.com/toolkit**](https://businesshealthtrust.com/about/association-toolkit/)

**Website**

The best way to promote BHT as a benefit of membership is on your website. The new Business Health Trust website features up-to-date, fresh content, so a short introduction on your site to Business Health Trust with a link to BHT is the best way to go.

Here are some options for text blocks to use:

*When listed along with other member benefits:*

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**Include a BHT Banner Ad on Your Site**

BHT banner ads can be sized according to your specifications for inclusion on your site. See downloadable options or contact us for special sizing.



**Walla Walla Valley Chamber of Commerce** has partnered with Business Health Trust to offer comprehensive, affordable employee benefits to our members. BHT does insurance differently. Their plans are designed to help Washington’s business community thrive by providing the high quality, affordable employee benefits growing companies need to be competitive. [LEARN MORE](http://www.businesshealthtrust.com).

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Insurance done differently. Comprehensive, affordable employee benefits for growing companies—exclusively for members. [LEARN MORE](http://www.businesshealthtrust.com).

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Insurance done differently. Large company employee benefits for small businesses, with exclusive pricing from some of the largest and most respected insurance carriers in the state. [LEARN MORE](http://www.businesshealthtrust.com).

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**Link to BHT Website**

On any page with BHT information, there should be a prominent link or button directing members to **www.businesshealthtrust.com** for more information.

Insurance done differently. Comprehensive, affordable medical, dental, vision and other employee benefits designed for Washington small businesses. [LEARN MORE](http://www.businesshealthtrust.com).

*On a stand-alone page under “Resources” or “Member Benefits” titled “Employee Benefits” or “Health Insurance”*



**Include the BHT video on your website**

If you have room, link or embed the Vimeo BHT video on your website.

<https://vimeo.com/799740714>

A screenshot of a computer

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**Insurance done differently.**

**Walla Walla Valley Chamber of Commerce** has partnered with Business Health Trust (BHT) to provide the high-quality, affordable employee benefits growing companies need to be competitive.

Business Health Trust offers large company benefits for small businesses, with exclusive choices from major carriers. Whether you have two employees or more than 100, BHT can help you create a benefits program that attracts talent and keeps your employees healthy and productive – at a budget you can afford. [Learn more](http://www.businesshealthtrust.com).

**Highly competitive group rates from major carriers**

BHT offers plans for Washington companies with between 2 and 199 employees including a choice of 80 different medical plan designs and a range of additional insurance:

* Medical and Rx with Virtual Care and 24-hour Nurse Line—Premera Blue Cross (5-199 employees) and Kaiser Permanente (2-199 employees)
* Dental—Delta Dental
* Vision—VSP
* Basic Life, AD&D, Voluntary Life, and Disability—LifeMap
* Voluntary Personal Accident—AIG
* Employee Assistance Program—Behavioral Health Systems
* Identity Theft Protection—Norton LifeLock
* Pet Insurance—PetPartners
* 401(k) accounts—Newfront
* Property & Casualty — Newfront

**Comprehensive plan administration**

BHT offers consolidated billing, online payment, COBRA administration, and online access to benefits for easy enrollment throughout the year.

**Opportunities for other benefits and cost savings**

BHT members can access a wide variety of additional services, resources and savings including: on-demand virtual care, HR tools & resources, monthly wellness resources, cost-savings on common office supplies, pet insurance and business services.

**Request a quote**To request a Business Health Trust quote, please contact your insurance producer or broker. Don’t have a broker? No problem. Contact Business Health Trust at (425) 201-1972 or [quote@businesshealthtrust.com](mailto:quote@businesshealthtrust.com)

**BHT News & Insights Articles**

The Business Health Trust website features a number of articles on health and benefits-related topics for small businesses, including:

* Staying Healthy
* Making Informed Decisions
* Getting the Most Out of Your Benefits
* Managing Your Employee Benefits Program
* Running Your Business
* Industry News

We encourage you to re-purpose these articles for use in your own publications.

**Check regularly at:**

[**www.businesshealthtrust.com/  
news-insights/**](http://www.businesshealthtrust.com/news-insights/)

**Emails and Newsletter Articles**

We encourage you to send out emails about BHT or include BHT in your member newsletters or direct emails. Here is a sample open enrollment message:

**Have You Determined Employee Benefits for Next Year?**



If you are interested in offering health insurance to your employees for the first time—or finding a new plan—it’s a great time to consider Business Health Trust.

**Walla Walla Valley Chamber of Commerce** has partnered with Business Health Trust (BHT) to provide the high-quality, affordable employee benefits growing companies need to be competitive.

Whether you have two employees or more than 100, Business Health Trust can help you create a benefits program that attracts talent and keeps your employees healthy and productive – at a budget you can afford.

Business Health Trust’s comprehensive offerings give employers a choice of more than 80 affordable medical plans from some of the largest and most respected carriers in the state, as well as a wide range of additional employee benefits.

* **Premera Blue Cross** **Medical Plans** are offered to employers with 5 to 199 enrolled employees in a variety of industries through our 13 industry health trusts. All plans include Rx plans and 24/7 virtual care.
* **Kaiser Permanente Medical Plans** are offered to employers in any industry with 1-199 employees. All include Rx plans and 24/7 virtual care.
* **A range of additional insurance and benefits** can be purchased with your medical plan, including dental; vision; life, AD&D and long-term disability; voluntary personal accident, employee assistance program, business insurance and 401(k) retirement plans.

**Get More Information**

Visit the [Business Health Trust](http://www.businesshealthtrust.com) website for details of the offering, and for a wide range of employee benefits, health and wellness news and insights for small businesses in Washington.

**Request a Quote**

To request a Business Health Trust quote, please contact your insurance producer or broker. Don’t have a broker? No problem. Contact Business Health Trust at (425) 201-1972 or [quote@businesshealthtrust.com](mailto:quote@businesshealthtrust.com)

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**Events**

**Giveaway Ideas?**

Ideas for a co-branded giveaway to keep Business Health Trust top-of-mind for member? Let’s talk.

Call us to discuss the schedule of your upcoming virtual or in-person events. BHT staff may be available to attend your events with a virtual booth or a BHT table and materials and giveaways or be on hand to answer member questions one-one-one or speak to the group.

Also, based on a recent survey of BHT members, small businesses may be interested in presentations, lunch and learns or webcasts specifically focused on health insurance related topics. Contact us if you are interested in bringing in a speaker on subjects such as:

* Navigating the world of health insurance and employee benefits for small businesses in Washington
* Wellness program resources
* Communicating with employees about topics such as: navigating the health system, taking advantage of low-cost, convenient care options, and tips on how to best use benefits
* Understanding policy and regulatory changes in Washington that affect small businesses

Even if no BHT staff is present, we encourage you to make BHT materials (one-pager and/or postcard) available at all events.

**Social Media**

We encourage you to promote Business Health Trust through social media. To help you, we’ve created a series of ready-to-go social media posts that you can use on Facebook or LinkedIn. These messages are just to help you get started! Throughout the year, we will send you new messages and images to help you promote BHT and other resources to your members.

*To post to your social accounts, just follow these steps:*

Step 1: Choose an image from the New Association Partnership Toolkit folder that you can download here: [www.businesshealthtrust.com/toolkit](http://www.businesshealthtrust.com/toolkit)

Step 2: Find the content below that corresponds to the image and cut and paste the content from the headline through the hashtags into the post

Step 3: Hit post!

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**Want to boost your posts on Facebook?**

If you’d like to boost a post, here are our recommendations for reaching BHT’s core audience:

* Pick one post to boost a week.
* Criteria for campaign:
* Washington State
* Age: 25-64
* Exclude: currently retired
* Interests/Behaviors: Small Business Owners
* Run each post for 5 days at $5.00 a day to reach around 390-1,100 people a day.

Ideas for a co-branded giveaway to keep Business Health Trust top-of-mind for members? Let’s talk.

**MEET OUR LATEST PARTNER: BUSINESS HEALTH TRUST**

**Walla Walla Valley Chamber of Commerce** now offers Business Health Trust (BHT) as a benefit of membership, helping our members offer high-quality, affordable benefits to their employees. BHT is insurance done differently. They are a partner, advocate, and resource for small businesses in Washington. Get to know them at [www.businesshealthtrust.com](http://www.businesshealthtrust.com).

#MemberBenefits #HealthInsurance #MedicaIinsurance #Healthcare #EmployeeBenefits #HealthCoverage

*Images to choose from in our Communications Toolkit folder:*





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**NEW MEMBER BENEFIT: AFFORDABLE HEALTH BENEFITS FOR YOUR EMPLOYEES**  
Whether you have 2 employees or more than 100, you can offer the high-quality, affordable benefits your growing company needs to stay competitive with Business Health Trust.

Visit [www.bhtquote.com](http://www.bhtquote.com) to get a free quote from Business Health Trust,   
or talk to your broker.

#MemberBenefits #HealthInsurance #MedicaIinsurance #Healthcare #EmployeeBenefits #HealthCoverage

*Images to choose from in our Communications Toolkit folder:*





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**GET MORE FROM INSURANCE**

You may be missing out on high-quality health coverage at lower costs.   
Ask your broker to include a quote from our new partner, Business Health   
Trust. **Walla Walla Valley Chamber of Commerce** members can save on affordable medical, dental & vision plans from providers like #Premera, #KaiserPermanente and more.

Visit [www.bhtquote.com](http://www.bhtquote.com) to get a free quote from Business Health Trust,   
or talk to your broker.

#MemberBenefits #HealthInsurance #MedicaIinsurance #Healthcare #EmployeeBenefits #HealthCoverage

*Images to choose from in our Communications Toolkit folder:*





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**NEED HELP NAVIGATING THE COMPLEX WORLD OF EMPLOYEE BENEFITS?**

Get to know our newest partner, Business Health Trust. **Walla Walla Valley Chamber of Commerce** now offers Business Health Trust (BHT) as a benefit of membership, helping our members offer high-quality, affordable benefits to their employees. BHT is insurance done differently. They are a partner, advocate, and resource for small businesses in Washington. Get to know them at [www.businesshealthtrust.com](http://www.businesshealthtrust.com).

#MemberBenefits #HealthInsurance #MedicaIinsurance #Healthcare #EmployeeBenefits #HealthCoverage

*Images to choose from in our Communications Toolkit folder:*





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# **Working Together**

**Brand Guidelines**

If you would like to create your own custom materials or incorporate BHT language or imagery into your marketing materials, please refer to the Business Health Trust Brand Guidelines.

**Download the guidelines at:**

[**www.businesshealthtrust.com/toolkit**](http://www.businesshealthtrust.com/toolkit)

Questions? Please contact Jenn Evenson at (425) 247-1628 or **jenn@businesshealthtrust.com** and we can discuss!

We look forward to working closely with you to help educate your members about the benefits of the Business Health Trust offering and look forward to hearing about which communications are most effective with your members.

Together, we can make sure that small businesses in Washington that may not otherwise be able to afford coverage can offer their employees comprehensive benefits.

Our goal is to continually improve our offering and our communications, so please pass along any feedback you receive from your members. If you are aware of member companies that are satisfied with their Business Health Trust membership, we would love to hear about it so we can highlight them on our website.

**Contact Us**

Please contact Jenn Evenson about customizing and co-branding any of the materials in this guide for your members. Email [**jenn@businesshealthtrust.com**](mailto:jenn@businesshealthtrust.com) or call (206) 427-6880.

We keep an updated list of all other Business Health Trust contact information, including billing or administration, customer service and carriers on our website.

Visit: [**www.businesshealthtrust.com/contact-us/**](http://www.businesshealthtrust.com/contact-us/)