BHT **Social Media Toolkit | Q1 2025**

Thank you for helping promote BHT to your members. The following social media posts and images have been provided to make it easier for you to share BHT on Facebook, LinkedIn and Instagram. Simply upload one of the images and cut and paste the copy below to create your posts. For best results, we recommend posting once a week.

Our theme this quarter is: **Insurance Updates – Staying Informed in 2025**

**Sample Messages**

Feel free to copy and paste these messages as is – or customize them for your audience.

**As we enter 2025, are you prepared for the latest shifts in healthcare and insurance coverage?**

Our partner, Business Health Trust, has summarized the key insurance changes impacting Washington employers and employees in the new year. Help your workforce navigate these upcoming changes – including updates to Kaiser Permanente’s facility locations, expanded preventative care benefits under high-deductible plans, and more.

Click the link to read:

🔗 Article Link: <https://businesshealthtrust.com/news_insights/insurance-changes-in-2025-what-you-need-to-know/>

Not a BHT member? Are you ready to build a better benefits package? Email [quote@businesshealthtrust.com](mailto:quote@businesshealthtrust.com) to learn more and get a free quote.

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Big changes are coming to healthcare and insurance in 2025. Did you know the IRS has expanded preventative care benefits for high-deductible health plans? This includes coverage for over-the-counter contraceptives, continuous glucose monitors, and certain insulin products.

Our partner, Business Health Trust has summarized the insurance and healthcare changes impacting Washington employers and employees this year.

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**2025 is bringing a new wave of insurance updates. Stay informed on the latest news.**

Staying up to date on the latest insurance changes is essential for confidently navigating your healthcare options. Learn more about what’s coming this year – from expansions in coverage to policy changes – and help your employees maximize their benefits.

Our partner, Business Health Trust has put together a summary of changes to insurance and healthcare in Washington coming in 2025.

💡 Insights from the article:

* The IRS is expanding preventative care benefits.
* The WA Cares Fund will remain unchanged, protecting long-term care coverage.
* Kaiser Permanente is closing their Ballard, Gig Harbor, and Poulsbo locations.

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**Sample Images**

These image files are included with this toolkit. Select an image to go with the messages above. Feel free to mix and match.

**Facebook/Linkedin**

A close-up of a doctor's hand

Description automatically generated

A person sitting on a bed

Description automatically generated

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A person sitting at a desk

Description automatically generated

A person holding a pen

Description automatically generated

Two people smiling

Description automatically generated

**Instagram**

A person talking to a doctor

Description automatically generated

A person and person looking at a tablet

Description automatically generatedA close-up of a doctor and patient

Description automatically generated

A person looking at a file with a doctor

Description automatically generatedA person and person looking at a document

Description automatically generatedA close-up of a person's hands

Description automatically generated