**Step 1: Send email to client with flyer**

* **Copy nice\_partner@businesshealthtrust.com**
* **Goal:** Highlight the benefit and have them

**Note:** Organizations over 20 employees, we recommend doing a dedicated webinar and/or an in person orientation. BHT will provide prizes, treats, etc. to make it enjoyable for all.

---EMAIL---

Great news – your medical plan through BHT now includes **Nice Healthcare®** at **no extra cost**!

Nice offers **$0 copays ($5 for HSA)** for virtual primary care, labs, prescriptions, and more. Plus, in-person visits are coming this July! Even common OTC meds (i.e. flonase, Claritin, Prilosec OTC - generic) can be $0 for your employees as well when prescribed by Nice.

Thanks to your BHT partnership, you get **early access** before the full July launch. Some clients are already opting in!

**To get started:**  
Just fill out [this form](https://forms.office.com/pages/responsepage.aspx?id=4OHBC3n48Uieo9H2ltXMaxRiDDQv0uRJs9Xy7kDkc_xUMElWNTNLSUFKSzVSQTBNTUVIMEVLVEMxTi4u&route=shorturl) to let turn on early access and tell BHT know how to best support your rollout. They’ll send training materials – and offer fun prizes like Mariners/Sounders tickets and $10 gift cards for employees who activate their accounts in April.

I recommend a quick 15–20 min orientation with BHT (virtual or in-person) to introduce this exciting benefit to your employees.

Attached is a flyer and here’s a quick  [intro video](https://vimeo.com/1066723017) from BHT President, Sarai Childs: [*Introducing Nice Healthcare with Business Health Trust*.](https://vimeo.com/1066723017)

Let me know if you have any questions!

Best,

**Step 2: Send follow-up (we will prompt you) to those who haven’t engaged/opted in for the early access.**