**Email Campaign – Calendar, Customizable Messages**

***6 weeks from Open Enrolment***

**SUBJECT: Amazing opportunity coming soon!**

If a serious medical condition strikes are you protected from a loss of income? Would you be able to keep up with your mortgage? Could you afford medical expenses over and above those covered by government health care or private health insurance? Would you have to dip into your savings?

From DATES, we are providing an open enrolment period for all employees to sign-up for our Optional Benefits plan. Open enrolment provides ALL employees with the opportunity to get up to $50,000 in Critical Illness coverage and $50,000 in Optional Life coverage without answering any medical questions! With the purchase of either coverage, you can also add an exclusive Online Doctors package!

Sign-up will be entirely online, allowing you to select the coverage you want and submit your application within minutes. Your coverage effective date will depend on when your application is processed.

**Want to learn more about Optional Benefits?**

Click [here](https://www.medaviebc.ca/en/optional/coming-soon) to see how Optional Benefits offers a unique opportunity to get greater protection – and peace of mind – against the financial impacts of a sudden critical illness, serious injury or death.

***Day 1 of Open Enrolment Period***

**SUBJECT: It’s time to say YES to Optional Benefits! Register Now**

The time is now! Sign up today to receive $50,000 in Critical Illness insurance AND/OR $30,000 in Life insurance – **no medical exam or medical questions required!** With the purchase of Critical Illness and/or Life insurance, you can also add an exclusive Online Doctors package.

Don’t wait: this special offer is **only available from DATE to DATE**.

Learn more about these benefits, view your rates, choose your coverage and purchase your coverage – all online.

Ready to get started?

Go to medaviebc.ca/optional and enter our special access code MBC239.

Payments can be easily made by credit card or pre-authorized deductions from your bank account.

*“I’m a 42-year-old non-smoking female. I took advantage of the open enrolment offer and got an extra $30,000 in optional life insurance for only .86 cents taken monthly directly from my bank account– no medical questions asked.”*

Don’t miss out on this opportunity to secure your financial future!

***2-3 weeks before Open Enrolment Ends***

* *Send invitation to Open House/Lunch & Learn*
* *Put up posters, do desktop drops in advance*
* *Present PPT; Email or Distribute Printed Materials, e.g. brochure*

**SUBJECT: Learn more about Optional Benefits:**

**Attend our Open House/ Lunch & Learn**

Mark your calendar to attend our Open House/Lunch & Learn/Information Session on (DATE/TIME) to learn more about Optional Benefits. Discover how you can top up your insurance coverage - no medical questions asked – for a limited time: (DATES)!

Sign up for the session here.

Optional Benefits provides tax-free lump-sum cash payments to spend as you choose during a difficult time when you need it most.

You don’t need to wait! Visitmedaviebc.ca/optional today and enter our special access code MBC239.

Did you already purchase your Optional Benefits? Congratulations! You have made a great decision to help protect your future.

***2 weeks after Start of Open Enrolment***

* *Email and/or Include Article in Company Newsletter*

**Top Reasons to Get Optional Benefits**

Life can change in an instant. We all hope it won’t happen to us, but the reality is many families are seriously impacted by a **critical illness or death.** That’s why we have added Optional Benefits to our Medavie Blue Cross benefit package – to protect you and your family and give you peace of mind knowing your financial future is more secure if either were to happen.

Why should you sign up for Optional Benefits?

1. **Financial Security** – Optional Benefits are a smart, easy and affordable way to top up your coverage to protect you and your family.
2. **Flexibility** –Coverage provides **100% tax-free, lump-sum cash payments** to spend as you choose in your time of need – no questions asked!
3. **Special Savings** – As a member of a preferred group plan, you qualify for rates that are typically lower than you might find on your own – without a medical questionnaire.
4. **Fast and easy process** – sign up in minutes at medaviebc.ca/optional with payment by pre-authorized debit or credit card.
5. **Accessible** – During your 30-day enrolment period, you can apply for Optional Benefits, with no medical questions asked, up to certain dollar amounts.
6. **Greater coverage** – Critical Illness Insurance covers 36 conditions – a lot more than most companies.
7. **Choice** – You can choose the benefits and the coverage amounts you think is right for you and your family.
8. **SPECIAL OFFER!** – Add coverage for serious injury, or an exclusive package of virtual Online Doctor consultations, at an unbelievable price.

**Remember:** Open Enrolment ends (DATE). Don’t miss out on this limited-time offer.

Go to: medaviebc.ca/optional Enter Access Code: MBC239

Did you already purchase your Optional Benefits? Congratulations! You have made a great decision to help protect your future.

***2 days before Open Enrolment Period Ends***

**SUBJECT: Don’t miss out on Optional Benefits!**

The countdown is on. There’s only 48 hours before our Open Enrolment period ends. Take advantage of this special offer to get up to $dollar amount in Critical Illness and Life Insurance with no medical questions asked with an exclusive Online Doctors package\* – before time runs out. It’s a smart, easy and affordable way to fully protect you and your family from the financial impacts of a sudden serious illness, injury or death.

View your rate, choose your coverage and purchase – all online.

Go to: medaviebc.ca/optional Enter Access Code: MBC239

Rates are generally lower than you would find on your own and payments can be made easily by credit card or through pre-authorized deductions from your bank account.

You can’t predict the future, but you can plan for the unexpected by taking advantage of this limited time offer.

Did you already purchase your Optional Benefits? Congratulations! You have made a great decision to help protect your future.

\* Optional Online Doctors is available when purchasing critical illness and/or life insurance.

***Day Open Enrolment Period Ends***

**SUBJECT: It’s Optional Benefits Decision Day – no more time to wait!**

Today is the day that the Open Enrolment period for Optional Benefits ends. Don’t miss this chance to secure your financial future. Purchase up to $50,000 in Critical Illness and Life Insurance WITHOUT filling out a medical questionnaire and add on an exclusive Online Doctors package.

**Exceptional Advantages**

* **Special savings** – As member of a preferred group plan, you can secure your financial future for just pennies a day.
* **Easy Enrolment** – View your rates, choose your coverage and submit your application – all online.
* **Convenient Payment Options** – Payments can be made by credit card or through pre-authorized deductions from your bank account.
* **Flexibility** – 100% tax-free lump-sum cash payments to spend however you choose in time of need

Today is your last chance! Go to medaviebc.ca/optional and enter our special access code MBC239.

Did you already purchase your Optional Benefits? Congratulations! You have made a great decision to help protect your future.

***After Open Enrolment Period Ends***

**SUBJECT: It’s Never too Late for Optional Benefits**

Even though the open enrolment period has ended, you can still apply for Optional Benefits, including Critical Illness, Life Insurance with Accidental Death & Dismemberment and a special Online Doctors package\*.

Get added protection and peace of mind knowing you have done everything you can to secure your financial future. You never know what life may bring. Be prepared for the unexpected.

Go to: medaviebc.ca/optional Enter Access Code: MBC239

Did you already purchase your Optional Benefits? Congratulations! You have made a great decision to help protect your future.

\* Optional Online Doctors is available when purchasing critical illness and/or life insurance.

***6 weeks after Open Enrolment Period Ends***

**SUBJECT: It’s always a good time to apply for Optional Benefits.**

* Optional Benefits offer greater peace of mind for when you need it most
* Optional Benefits put cash in your pocket to spend as you wish – so you can focus on recovery, not your finances
* Optional Online Doctors provides medical care in minutes for you and your family – when and where you need it!
* As a member of a preferred group plan, you qualify for rates that are typically lower than you might find on your own

Go to: medaviebc.ca/optional Enter Access Code: MBC239

Did you already purchase your Optional Benefits? Congratulations! You have made a great decision to help protect your future.