

FY25 Customer-Sent Registration Announcement Email - Core

Instructions for Champions: Below is a recommended registration announcement that can be sent via [email](#). When you copy and paste the copy into your email platform, the unique tracking link will carry over.

Subject: Introducing Carrot: A new benefit now available

Hi [First Name],

We are excited to share that we've partnered with Carrot to offer inclusive hormonal health, fertility, and family-building benefits to our Priority Health members.

[Create your account](#) today and start exploring your benefit guide to learn about the available resources — **at no cost to Priority Health members.**

Get support with:*

- Perimenopause and menopause
- Low testosterone (low T)
- Infant care and parenting (ages 0-12)
- Pregnancy and postpartum
- Fertility health and wellness (e.g., hormone testing, trying to get pregnant)
- Preservation (egg, embryo, or sperm freezing)
- Assisted reproduction, like IVF and IUI
- Adoption
- Donor assistance and gestational surrogacy
- Gender-affirming care

Through Carrot, you'll get:

- Personalized advice from Carrot Experts to help you make the most of your benefit
- A Carrot Plan — customized next steps to help you move forward, at no cost to you
- Unlimited, free video chats with medical experts and specialists
- Help finding providers near you
- Exclusive partnerships and discounts
- Expert-produced educational resources — no more endless online searching

What's next? [Create your account](#) to start exploring the resources available.

We're honored to bring this important benefit to Priority Health members.

Best,
Your benefits team

**Carrot services available may vary based on plan design, geography, and local rules and regulations.*