

Free Virtual Visits Toolkit

Downloadable resources for you to use to promote the free virtual visits initiative to Michigan residents living without health insurance.



In our unwavering commitment to the health of our communities, we put together the following pieces to help promote our partnership with Curai Health to offer free virtual visits to adult Michigan residents without health insurance through Dec. 31, 2024.

For more information on this new initiative, visit *PriorityHealth.com/FreeVirtual*

What's inside



VIDEO



FLYER



GENERAL MESSAGING AND IMAGERY



SOCIAL MEDIA

Video

Created to be watched, shared and to help inform and educate on this new initiative.

DOWNLOAD



Priority Health

400,000 Uninsured Michigan Residents

*US Census Bureau, 2022 American Community Survey

▶ ⏪ ⏩ ————— 🔊 ⚙️

Flyer

Designed for digital distribution, this informative flyer can also be printed to help educate and spread awareness of the free virtual visits offering.

DOWNLOAD



General Messaging and Imagery

Reach audiences across a variety of digital channels.

Ready-to-go content available to share via communications channels. (E.g. Teams, Slack, e-newsletters etc.)

Copy and paste the below headline, copy and call to action into your preferred employee communication channel(s).

OPTION ONE

HEADLINE:

Living without health insurance? Get free virtual visits.

COPY:

Enacting real, lasting change takes more than words. It takes action. And we're taking action by partnering with Curai Health to offer free virtual visits for Michigan residents without health insurance until Dec. 31, 2024.*

CALL TO ACTION:

Visit PriorityHealth.com/FreeVirtual to learn more.

OPTION TWO

HEADLINE:

Free virtual visits for Michiganders without health insurance.

COPY:

Our commitment to the Mitten goes beyond well-worded mission statements. It's about taking action to foster real, lasting change. It's why we're teaming up with Curai Health to offer free virtual visits for Michigan residents without health insurance through the end of the year.*

CALL TO ACTION:

To get started, visit PriorityHealth.com/FreeVirtual

OPTION THREE

HEADLINE:

Our community is our commitment.

COPY:

Are you a Michigan resident without health insurance? Get access to virtual visits through our partnership with Curai Health through Dec. 31, 2024.* It's free. It's easy. It's one more way we're working to make health care more accessible for everybody.

CALL TO ACTION:

Learn how to get started at PriorityHealth.com/FreeVirtual

IMAGE COMPANIONS



Click to download these images to accompany your posts.

Social Media

Tailored content to share on social channels.

This content is for the purpose of promoting our partnership with Curai Health in offering free virtual visits to Michigan residents without health insurance through the end of 2024.

Copy and paste the messaging options provided below into your social media channels.



POST 1 COPY

Enacting real, lasting change takes more than words. It takes action. And we're taking action by teaming up with Curai Health to offer free virtual visits to Michigan residents without insurance. See what it's all about at PriorityHealth.com/FreeVirtual



POST 2 COPY

Our commitment to the Mitten goes beyond well-worded mission statements. It's about taking action to enact real, lasting change. It's why we're teaming up with Curai Health to offer free virtual visits for Michigan residents living without health insurance. Learn more here: PriorityHealth.com/FreeVirtual



POST 3 COPY

We believe making a real, enduring impact in our communities takes action. It's why we're partnering with Curai health to give free virtual visits for Michiganders without health insurance. Visit PriorityHealth.com/FreeVirtual to learn more.

For a healthier place to call home.

At Priority Health, we're committed to fostering a healthier future in the communities we serve. Our partnership with Curai Health to offer free virtual visits to Michigan residents without health insurance is proof of that commitment.

