

# Virta Solutions Toolkit

Downloadable resources to promote Sustainable Weight Loss, Sustainable Weight Loss with Responsible Prescribing and Diabetes Reversal at your workplace.

**As your partner in health,** we put together this set of resources designed to increase employee awareness and engagement of Virta—a new life-changing covered benefit from Priority Health.

Whether you're offering Sustainable Weight Loss, Sustainable Weight Loss with Responsible Prescribing, Diabetes Reversal or all of Virta's products, you have a full suite of resources from pre-launch to post-launch to help you promote the arrival and availability of Virta.

## What's inside

### PRE-LAUNCH

- GENERAL TALKING POINTS
- EMAIL CONTENT
- DIGITAL FLYERS

### POST-LAUNCH

- GENERAL MESSAGING AND IMAGERY
- EMAIL CONTENT
- DIGITAL FLYERS
- MEMBER FLYERS

# Pre-launch materials

**Use these materials and resources four to six weeks prior to launch.**

As you're preparing for the arrival and launch of Virta, we've provided the following items to help you answer questions and build awareness during the pre-launch stage.

## Pre-launch: General talking points

Ready to go customizable content available to post to your internal social media channels or share via communications tools (e.g. Teams, Slack, etc.). Have an internal e-newsletter? These posts are also designed to easily insert into emails to help inform employees of the mental health benefits available to them with their Priority Health plan.

---

### What is Virta?

As part of your Priority Health benefit, Virta's *{{Sustainable Weight Loss/Sustainable Weight Loss with Responsible Prescribing/Diabetes Reversal}}* is a life-changing solution to help members address *{{weight loss/prediabetes/diabetes}}* with a combination of personalized nutrition, continuous medical support and technology.

Virta offers a proven, personalized nutrition program and expert support through an easy-to-use digital app. Virta empowers members with the tools, knowledge and medical support to sustain changes for a longer, healthier life.

### When will members have access?

Starting *<insert Virta effective date>*, you can create a Virta account to schedule an enrollment consultation, where you'll be able to learn more about the program.

### How is Virta different?

Virta stands out as the only solution that addresses the root cause of obesity, demonstrating proven, effective results in supporting members with obesity and type 2 diabetes through nutrition therapy, with comprehensive, sustainable medical guidance tailored to meet your individual metabolic needs.

The program helps you stay on track with digital tools and a dedicated supportive care team that's there when you need them, no in-person visits required.

Virta's approach is thoroughly science- and evidence-based. Its research is cited in the American Diabetes Association's Standards in Medical Care for Diabetes.

### **What can members expect from Virta?**

- On-demand connection with Virta's clinician-led care team and an expert health coach to keep you on track
- Unlimited virtual visits with Virta's care team, including physicians, registered nurses and/or physician assistants with zero cost sharing
- Free monitoring supplies, including a connected weight scale and nutrition resources and recipes

### **Do members need a doctor referral to enroll in Virta?**

Nope, no referrals are necessary. Your Virta medical provider will communicate with your local medical team as needed to ensure continuity of care.

### **What if I have more questions?**

For questions on your health plan, call the number on the back of your member ID card or send us a message in your Member Portal account.

## Pre-launch: Email content

Use the content of this email during the pre-launch stage of Virta's arrival at your organization.

---

### SUBJECT LINE

Coming soon: A powerful new benefit for *{{diabetes/prediabetes/weight loss}}*

### PREHEADER

Get ready for Virta—a new, life-changing nutrition benefit for *{{diabetes/prediabetes/weight loss}}* that is coming your way soon.

### BODY COPY





It's almost here, *{{First name}}*!

A transformative new weight loss benefit is launching soon, and you're among the first to hear about it.

Virta is a science-backed, guided nutrition-first program for *{{diabetes/prediabetes/weight loss}}*. And best of all, this life-changing benefit will be available at no additional cost on behalf of *{{Group Name}}*.

With Virta, you get a proven, highly personalized plan that empowers you to lose weight, keep it off and ultimately live a longer, healthier life.

### Your benefits with Virta include:

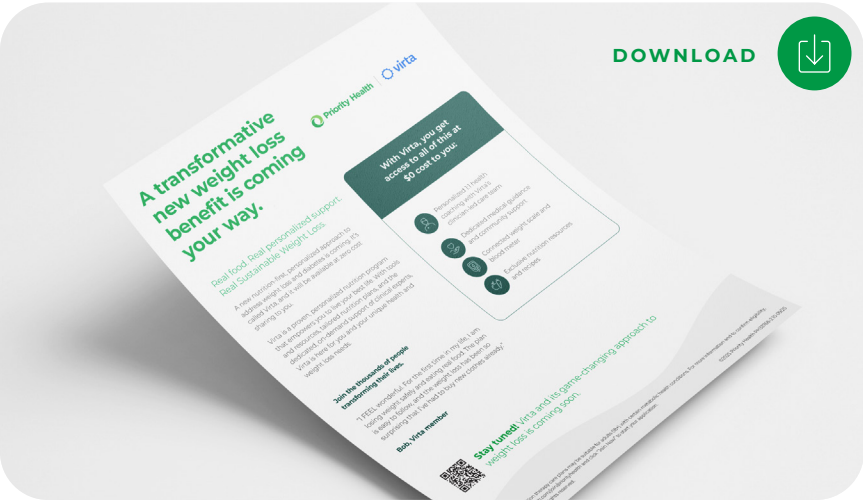
-  Unlimited 1:1 support from dedicated health coaches
-  Personalized nutrition guidance tailored to your lifestyle
-  Digital body weight and kitchen scales
-  Delicious recipes and tools to help you stay on track

Whether your focus is *{{weight loss/diabetes management/remission}}*, Virta can help transform your life.

Stay tuned. Virta will be available soon.

# Pre-launch: Digital flyers

Designed for digital distribution, these flyers can also be printed to help your HR team educate and excite employees on what to expect with Virta.



# Post-launch materials

The following materials should be used to announce the launch of Virta and to reiterate its availability in the weeks that follow.



## Post-launch: General messaging and imagery

Reach employees across a variety of digital channels for the launch and post-launch stages of Virta.

The ready-to-go content below is available to post to your internal social media channels or share via communication tools (e.g., Teams, Slack). Have an internal e-newsletter? These posts are also designed to easily insert into emails to help inform employees of the benefits available to them with their Priority Health plan.

---

*Copy and paste the headlines and calls to action provided below into your preferred employee communication channels.*

### OPTION 1

#### **Proven. Personalized. Empowering. Reclaim your health with Virta.**

Virta isn't the latest Hollywood health craze. It's not another fad diet. Virta is the real deal backed by real science and research. It's a tested, proven, nutrition-first program with personalized support to help members *{{lose weight/ address prediabetes/ diabetes}}* and live a longer, healthier life. And with *{{Group Name}}*, it's available at zero cost to you.

#### CTA

Visit [virtahealth.com/join/priorityhealth](https://virtahealth.com/join/priorityhealth) or scan the QR code to learn more about this game-changing, life-changing new benefit.



## OPTION 2

### **Real food. Real personalized support. Real results.**

A new nutrition-first, easy-to-follow approach to *{{lose weight/prevent/manage diabetes/put diabetes in remission}}* has arrived. And it's available at no cost to you. Virta is a proven, personalized program that empowers you to live your best life. With tools and resources, tailored plans, and the dedicated, on-demand support of clinical experts, Virta is here for you and your unique health and weight loss needs.

#### CTA

To learn more, visit [virtahealth.com/join/priorityhealth](https://virtahealth.com/join/priorityhealth) or scan the QR code.



---

## OPTION 3

### **Win at weight loss and reclaim your health with Virta.**

Achieving sustainable weight loss and managing diabetes is a journey, no question. But that doesn't mean your journey has to be a grueling, complex and costly one. That's where Virta comes in. Virta is a proven new, nutrition-focused, highly personalized program that empowers you to lose weight, keep it off and experience a healthier you. It's easy to use and easy to follow, and with your Priority Health plan, Virta is now available at zero cost to you.

#### CTA

Whether you're eager to learn more or ready to get started, visit [virtahealth.com/join/priorityhealth](https://virtahealth.com/join/priorityhealth) or scan the QR code.



IMAGE COMPANIONS



*Click to download these images to accompany your posts.*

## Post-launch: Email content

The content of this email can be used at the launch and post-launch stages to emphasize the availability and numerous benefits of Virta.

---

### SUBJECT LINE

Virta is here! You can now claim your new *{{diabetes/prediabetes/weight loss}}* benefit at no additional cost.

### PREHEADER

An easier *{{diabetes/prediabetes/weight loss}}* benefit is now available at no cost to you.

### BODY COPY

Hi *{{First name}}*,

It's here. Virta is officially here and available to you at no cost with *{{Group Name}}*.

Virta is a game-changing, life-changing benefit for *{{diabetes/prediabetes/weight loss}}*. Its proven, highly personalized approach focuses first and foremost on sustainable nutrition and diet.

### **At zero cost sharing to you, Virta gives you:**

- Personalized health coaching and on-demand support
- Dedicated medical guidance
- A connected weight scale
- Exclusive nutrition resources and recipes

With **members losing an average of 13% body weight at one year**, Virta is the only nutrition-based solution clinically proven to help you lose weight and keep it off.<sup>1</sup>

**Get back to a healthier, happier you with Virta. Claim your benefit today at [virtahealth.com/join/priorityhealth](https://virtahealth.com/join/priorityhealth).**

### CITATION

<sup>1</sup> McKenzie AL et al. *Nutrients*. 2021;13(3):749.

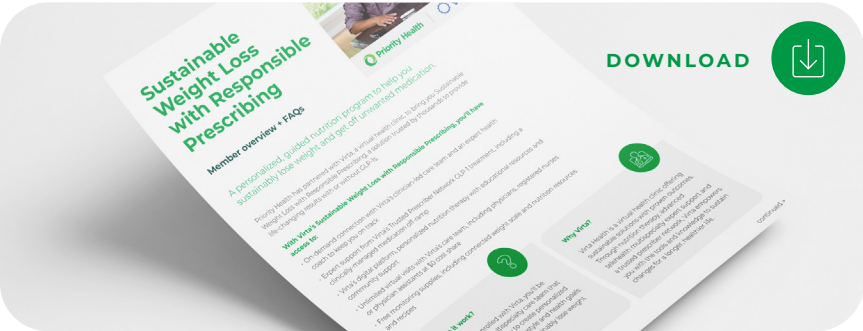
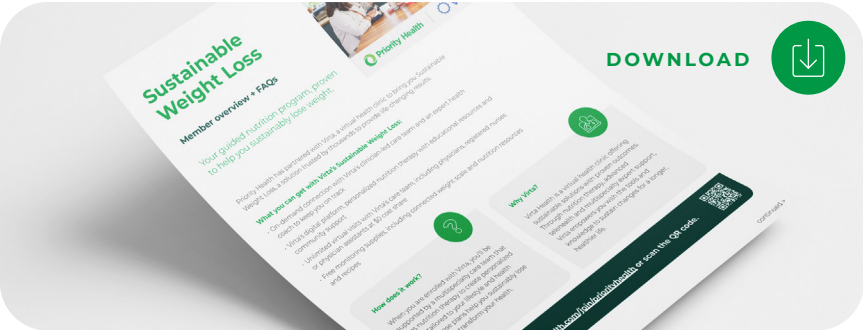
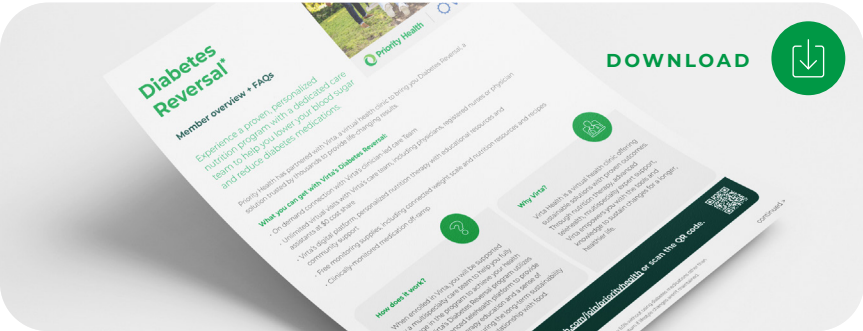
# Post-launch: Digital flyers

Designed for digital distribution, these flyers can also be printed to help inform and educate employees on the availability and benefits of Virta during the launch and post-launch stages.



# Post-launch: Member flyers

Designed for digital distribution, these flyers can also be printed to help inform and educate employees on the availability and benefits of Virta during the launch and post-launch stages.



# We make member engagement a priority.

Thank you for helping us keep your employees engaged in their health plan. We hope you find great value in every tactic of this toolkit. Feel free to contact us for more opportunities to keep your workforce healthy and engaged.

