



## LifeBalance Implementation

### **Step 1: Determine launch date**

While program rollout requires little effort for most health plan clients, we'll work with your team to determine the best rollout date based on your scheduled initiatives and communications, and our network expansion timeline.

### **Step 2: Conduct Pre-Rollout Network Expansion**

Depending on your service area size and population, LifeBalance's experienced team will dedicate two to four months to expanding the vendor network in the areas where your members work and live.

These expansion efforts take place before the program launches to ensure that members have numerous local discount options when they begin accessing program savings.

Expansions are most successful when LifeBalance receives a list of group clients and their locations, or a breakdown of where plan members are located.

As an additional option, LifeBalance can be able to survey health plan client contacts and members to determine which businesses they'd most like to see participating in the program.

### **Step 2: Pre-Rollout Communication**

Communication is critical to the program's success! During the expansion phase, LifeBalance also works with health plan communications teams to ensure they have all they need to communicate the program rollout to account managers, client contacts, and members.

LifeBalance will provide the following materials to be used in account manager, member, and client communications:

- Vendor names, discount details, and program descriptions to be used in plan communications
- Educational program overviews (both printed and electronic) with registration instructions
- Program posters and promotional materials (both printed and electronic)
- Links to video tutorials
- A brief program presentation or presentation slides that account managers can include in presentations and materials they provide to clients

Rollouts are most successful when LifeBalance is able to work closely with health plan communications teams to weave program savings and promotion in with the health plan's message and initiatives.

### **(Optional) Step 3: Pre-Rollout Membership Services Training**

LifeBalance gladly fields all member inquiries relating to program utilization! However, LifeBalance also happily provides basic program training to health plan membership services teams so that they feel comfortable speaking with members about this new benefit and are aware of how to directly transfer members to LifeBalance. Training can be provided via webinars or pre-recorded presentations.

### **Step 4: Program Launch**

The program is made accessible to health plan members! Members can now follow registration instructions to create their program accounts and begin utilizing discounts.

### **Ongoing: Communication and Engagement**

Launching the program is just the beginning of the work our team will do for you and your clients! We're passionate about engaging members and helping to connect them to life-enhancing experiences. To learn how we work to help your clients and members make the most of their program membership, [click here](#).