

H2O Q4 CHA Campaign Email 1 - HFMG Members

Format: Email

Brief, [Copy needs](#)

Subject line: Last chance to get your \$50 gift card!

Preheader: Schedule your 2022 CHA today. Get important health tips, resources, and a gift card.

Headline

Earn a \$50 gift card

All you have to do is complete a Comprehensive Health Assessment (CHA) with a Health First Medical Group provider if you haven't yet. During this visit, you'll learn important information about your health and wellbeing. Call 321.434.6712 (TTY: 800.955.8771) to schedule the assessment in your home or at a nearby clinic.

[button] Book your assessment

Email body

Time's running out to book this year's CHA with one of our providers.

- ✓ **There's no-cost involved.**
- ✓ **You can book a visit at home or in a clinic.**
- ✓ **You'll get personalized health tips.**
- ✓ **Afterward, you'll earn a \$50 gift card.**

Call out box:

Have you already completed your CHA? Great work! You don't need to do anything else. If you haven't received your gift card, you should get it in the mail soon.

Call out box:

Get more helpful tips and learn other ways to earn gift cards. Go to the **Health and Wellness Perks** page in your member account. [Log in today.](#)

