**Campaign Messaging**

**Email copy  
  
Subject line:** Subject line: Prioritize mental health care for you and your family.

Your mental health not only affects how you feel every day, it also impacts how you make decisions, handle stress, and manage your relationships with friends, family, and colleagues. With Doctor On Demand®, you or your loved ones have access to high-quality therapists and psychiatrists online who can support your health needs, when and where you feel most comfortable.

Whether you’re struggling with depression, coping with grief, or need help managing medication, Doctor On Demand is here to help with 24/7 mental health support. Easily book an appointment when it works for you and connect with a provider in the comfort and privacy of your own home.

**See a doctor now.**

**Stand-alone copy  
  
Mental health is a household matter.**Included Health makes it easier for your loved ones to access therapy and psychiatry.

**Caring for your mental health should be a priority.**Your mental well-being shouldn’t be an afterthought. When you take care of your mental health, you feel better—physically and mentally. You also lead the way for your household by showing that mental health is a priority.

**When one family member faces mental health challenges, everyone feels the effects.**Ensuring everyone in your home has access to mental health care and can find the right provider takes the burden off of you.

**Empowered caregivers means exceptional mental health care for the entire household.**Getting the appropriate care for loved ones—and knowing what options exist in order to get them the best care—leads to positive outcomes for all.

**Book your visit.**