AccelerateGo! DEEP DIVE

Everything to Know

Please use this document as your primary resource for AccelerateGo!.
It outlines best practices, FAQs, and key guidance to help you maximize the platform.

The Goal

For Employers

- AccelerateGo! helps reduce the burden on HR teams by simplifying how, when, and what you communicate to employees. Through intentional, scheduled messaging, the platform ensures benefits, wellness initiatives, and key updates are communicated clearly and consistently.
- Each message is designed to educate, influence positive behavior, and drive measurable results. By increasing engagement and understanding, AccelerateGo! helps reduce confusion, improve benefits utilization, and lower overall costs.

For Employees

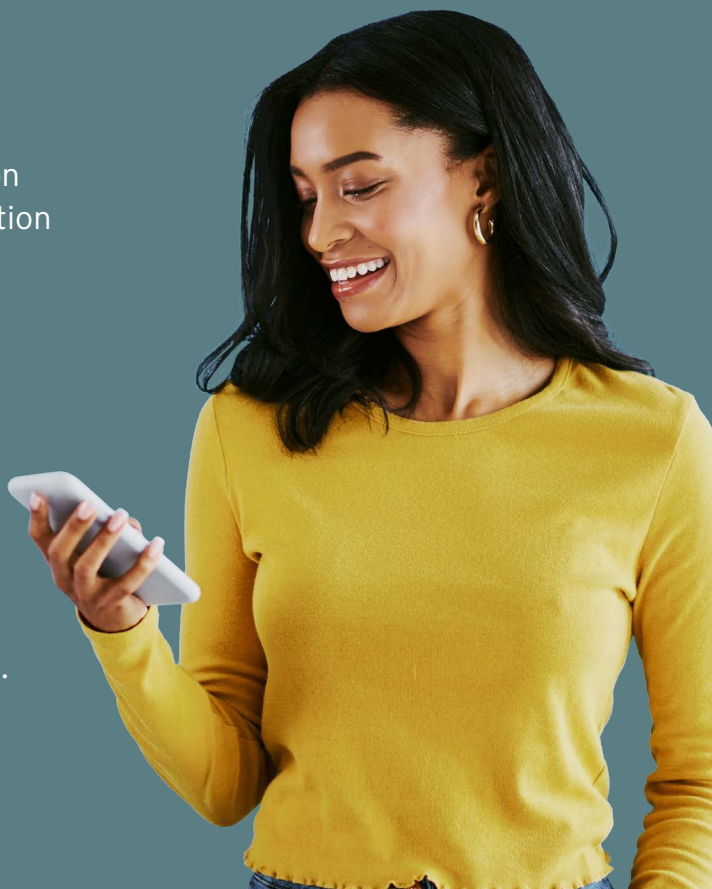
- AccelerateGo! delivers the right information at the right time. Employees have access to trusted guidance whenever questions arise—whether during a busy workday or after hours—so they can make confident, informed healthcare decisions without added stress.

How We Achieve The Goal

- **Strategic Communication.** Using Robert Cialdini's Seven Principles of Persuasion, we build a customized communication strategy tailored to your employee population. By identifying key challenges and aligning content accordingly, we create a focused content calendar designed to drive engagement and action.

Philosophy

- Every communication must have a purpose. Messages should include a clear call to action and a reason for being sent. If a communication is not influencing behavior or impacting outcomes, it is not effective.



Best Practices

Content

- Tailored to your employees' needs.
- Customized for new initiatives, events, and common questions.
- The Strategy & Innovation (S&I) team is available to support content development.

Best Practices (cont.)

Key Questions to Consider

- What are the top three claims drivers in your plan—and what are you doing to address them?

Targeting

- Understand your employee demographics
- Consider language needs
- Identify when employees are most likely to engage with messages

Scheduling

- Messages should be sent **no more than twice per month** except for defined exceptions
- Too much communication creates noise: our goal is engagement and action

  Exceptions:
  - Open Enrollment
  - Launch of new initiatives
  - Time-sensitive reminders (health fairs, screenings, etc.)

Creating a Census

- A census is required for employees and covered dependents (18+)
  - Please include first name, last name, email, phone, and company name
- A new census is required at least every three months

Creating a Content Calendar

- Schedule a planning meeting with Hayden and your account team
- We'll review goals and key priorities
- Hayden will provide strategic recommendations
- Your account team will build the content calendar and format the census

Requirements

- Text messages must be under 160 characters
- Content calendars must include:
  - Final copy
  - Send date and time
  - Delivery channel (email, text, or both)
  - Any attachments or census specifications

A Welcome to AccelerateGo! message is required for new users and strongly recommended after extended breaks.

View our Sample Content Calendar for inspiration.

FREQUENTLY ASKED QUESTIONS

- **We utilize AGo! but don't see results.**
  - Reach out to your account team to schedule a meeting with Hayden. We can talk through new strategies and create a game plan.
- **I don't know where to start with creating a content calendar. What should I do?**
  - Take a look at our sample content calendar and customize from there! Or reach out to your account team to contact Hayden.
- **I want to know if employees are actually opening the messages and clicking links.**
  - AccelerateGo! offers reporting! We are able to see who received the message, if they opened it, and if they clicked a link!
- **Can I see who has unsubscribed from AccelerateGo!?**
  - Unfortunately, we are unable to see specific names and contacts. However, we are able to provide an estimate of the number of people who have unsubscribed.
- **How do you unsubscribe from AccelerateGo!?**
  - For an email: Click the unsubscribe link at the bottom.
  - For a text: reply back STOP
- **How do you re-subscribe to AccelerateGo!?**
  - For an email: please have someone from the account team reach out to Hayden. IT has to manually re-add them.
  - For a text: reply START to 833-330-3128

Additional Resources

- Information about the 7 Principles of Persuasion
  - Please reach out to your account team if you would like a copy of Dave Homan's Book.
- SundaySky Resource Videos
- Consumer Video Playlist
- Benefits 101 Videos
- Member Toolkit
- Benefits 101 Resources
- MB Perks Resource Bunker

SAMPLE AGo! TEXT

Important Information From HR

Hello Employees! Like saving money? The MB Perks mobile app keeps you connected to discounts and coupons wherever you go. Get access to customized recommendations, updated movie showings, discount offerings, and more. Check it out!