garner™

Your Garner Marketing Toolkit.

Welcome to Garner! We're excited to partner with you to improve the health of your members. This **toolkit is designed to help you enhance employee engagement** by offering promotional resources and materials that make it easy to communicate the benefits of Garner. Be sure to **bookmark this page** for quick access to the latest assets!

While we will handle the heavy lifting, your early involvement is key to the program's success. You're welcome to copy and paste directly from the materials as necessary.
Best wishes,

-The Garner Member Engagement Team

Benefit Guide Details

Integrating Garner into your benefit guide is essential for directly engaging with members and highlighting how this benefit complements their existing package. You can use materials from this toolkit to add Garner information to your benefit guide, which is typically done before enrollment.

An example of how to communicate Garner to your members **could look something like this**. This layout is an example of a benefit guide page. Note that this is not an editable document; however, you are welcome to copy and paste information and adjust it to match your plan design, branding, and guide standards.

New Hires

It's essential to ensure that new hires are well-informed about their Garner benefits, especially if they've missed the main open enrollment period. Providing them with Garner guides, handouts, demo videos, and other resources will help them fully understand and utilize their benefits from day one.

On Demand Garner Education Session

Our **On-Demand Garner Education Session** offers members a convenient way to learn about their benefit and share important details with their dependents. This session provides an overview of Garner and equips members with essential information. Since healthcare decision-makers may be at home, promoting this resource through your intranet, new hire welcome kits and other communication channels is an effective way to keep everyone informed.

Company-Sent Email Templates

Our ready-to-use email templates are a simple yet effective way to drive account creation and product utilization. Designed to be sent out from open enrollment through the plan year, these templates help you keep your organization informed and engaged with Garner. To start sending impactful and engaging messages to your employees, **download the templates here**.

Digital Handouts

Handouts are a great way to help members understand their Garner benefits and the related processes. These can be printed and distributed around the office, hosted on your intranet, posted in break rooms, emailed directly to members, or shared during open enrollment to boost member engagement and comprehension. To begin sharing these materials with your organization, download the following files:

- **How to use Garner**
- How Garner works with HSAs & FSAs
  - **2024 IRS minimum**
  - **2025 IRS minimum**

Digital Display Screens

Projecting display screens on TV monitors in break rooms or throughout your facilities is a simple way to promote the Garner benefit, boosting both utilization and recognition to your employees.
- To promote account creation, **download the Create an Account display screen here**.

Demo Videos

Our demo videos provide step-by-step instructions on how to use common features in the Garner app. These videos are especially helpful for visual learners. To ensure all members can access these valuable resources, share the video links below via your intranet, new hire welcome kits, and other channels.

- **How to find a provider**
- **How to view benefit details**
- **How to set up direct deposit**

Garner Assets

Boost member engagement by incorporating Garner assets—such as our logo, font, color palette, and QR codes—into your materials. You can add these assets to your benefit guides, intranets, and other communications to maximize impact. To begin sharing these materials with your organization, download the following files:

- **Garner Health logo**
- **Garner Health Official Font - Figtree**
- **Garner Health Official Brand Color Palette**
- Create Garner account URL: **https://garner.guide/account**
- **Search for Garner Top Providers QR code**
- Search for Garner Top Providers URL: **https://garner.guide/search**
- **Garner Health app download QR code**
- Garner Health app download URL: **https://garner.guide/app**
- **Garner Explainer video QR Code**

Garner Guide & FAQs

The Garner Guide is a convenient member resource that answers frequently asked questions and offers detailed guidance. Ensure your members have access to the most up-to-date information by including this digital resource in emails, new hire welcome kits, and on your organization's intranet.

Your Garner Account Manager will provide you with the Garner Guide URL.

Garner-Sent Communications

We stay connected with our members throughout their Garner journey, offering resources, touchpoints, and support to help them get the most out of their benefit. Once a member's Garner plan is active, they will receive emails from us to encourage engagement, adoption, and utilization. To ensure these emails reach your members, please ask your IT department whitelist garner@info.getgarner.com and garner@notify.getgarner.com.

Also, check with your Garner Account Manager to confirm that your eligibility files and preferences are set up correctly for members to receive these communications.