Employer launch checklist



Pre-launch (2-3 weeks before go-live)

- [ ] Determine a go-live date.
- [ ] Review the Health Plan Guidance Document in your package to confirm coverage under your employee health plan, and use the provided template language to notify your Health Plan Account Executive (AE) about Midi's in-network services.

Internal communication (1-2 weeks before go-live)

- [ ] Use the Launch Guide + Checklist to make a plan for deploying launch tactics.
- [ ] Notify your Benefits Leaders/Managers and relevant ERGs (Employee Resource Groups).
- [ ] Update Internal Channels with Midi's Standard Benefits Language.
  - Benefit Materials
  - Onboarding and Orientation presentations
  - Employee Handbook
  - Intranet/Employee Portal
- [ ] Share prelaunch teaser copy to spread excitement and create initial engagement.

Launch period (initial 3 months)

- [ ] *All launch assets can be found in your* Onboarding Resources.
- [ ] Launch Day: Announce Midi to all employees by sharing announcement copy and assets provided in Midi's Employer Onboarding Resource Hub (flyer, e-brochure, etc.)
- [ ] Mention Midi at timely Town Hall and All Hands meetings.
- [ ] Engage relevant ERGs: Share Midi's Symptom Checklist and other educational resources to help employees understand if Midi can help with symptoms they've been experiencing.
- [ ] Use recommended engagement tactics to deploy assets across internal channels (see Launch Guide).

Continued post-launch engagement

- [ ] Leverage Midi's Employer Resource Hub and Webinar Hub to provide ongoing educational and clinically-vetted resources for employees.
- [ ] Look out for regular emails from Midi with new content, best practices, and engagement guidance.
- [ ] Work Midi messaging into communications around relevant awareness days/months (see Launch Guide for calendar and suggestions).

More questions? We're here to help.
Please email **hrsupport@joinmidi.com.**

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