Midi for Employers

Launch communications guide + best practices



Midi

Midi is a healthcare provider—and in-network coverage is already a benefit of your health plan

That means connecting your employees to expert menopause and perimenopause care is as simple as spreading the word.

No complicated implementation, no new budget allocations—**introduce Midi on your own, on your schedule, free of charge**.

This guide contains proven recommendations for a successful launch based on our years of connecting with and treating women in midlife.



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LAUNCH ROADMAP

What to do, when, for optimal reach and engagement

Pre-launch
1 month ahead

Send pre-launch teaser comms to drum up excitement

Update existing comms to include mention of Midi (employee handbook, intranet, new hire presentation)

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Launch
First 3 months

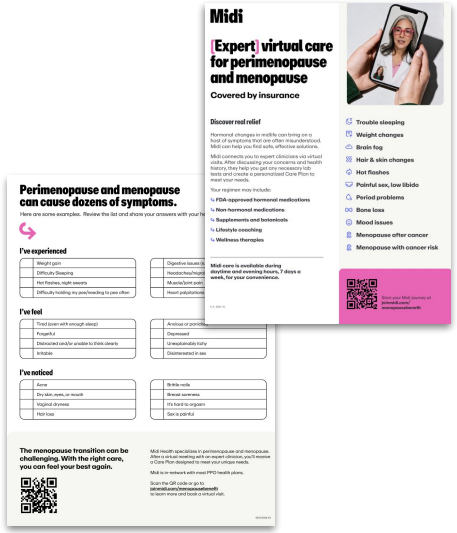
Monthly launch guidance emails from Midi team

Announce via company emails, newsletters, chats, etc.

Share digital flyers, brochures, Patient Journey video, and first on-demand webinar: Midi 101

Engage ERGs with Midi's Symptom Checklist

Mention Midi in town halls + all-hands meetings



Ongoing engagement
Beyond

Quarterly engagement newsletter from Midi team

Educate women about midlife health and menopause care with Midi content + on-demand webinars





Display reminders on screens throughout your workplace

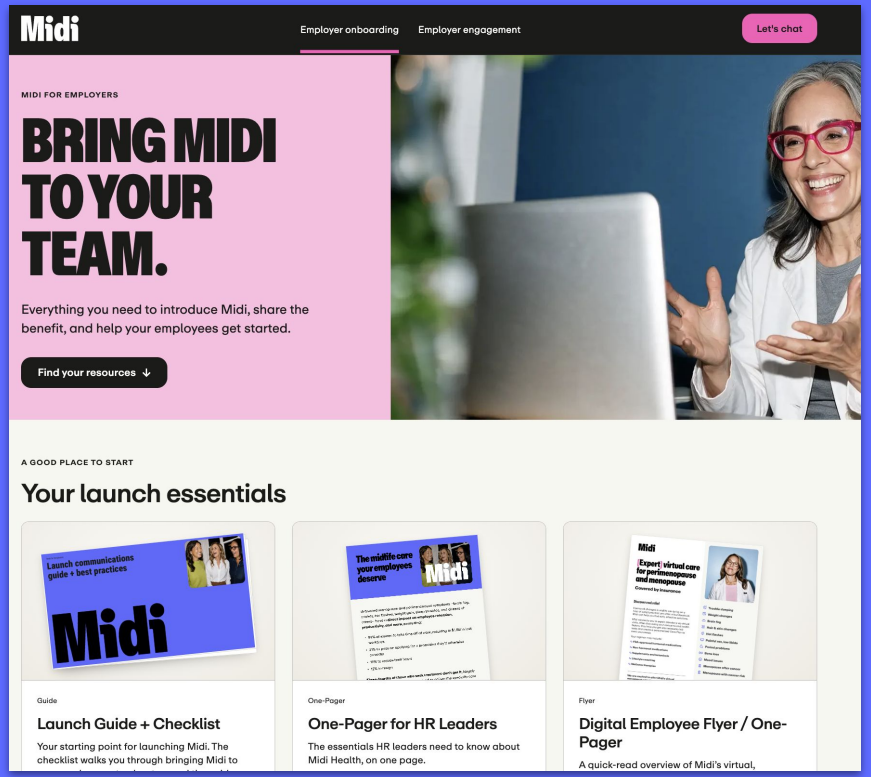
Mention Midi in timely comms related to awareness events

Midi Employer Resource Hub

Explore the Midi Employer Resource Hub, our self-serve library of resources you can use to educate your team about the health topics impacting women in midlife.

You'll find clinically-vetted resources on topics such as:

- Heart health
- Sleep
- Brain fog
- Bone health
- Longevity
- …and more

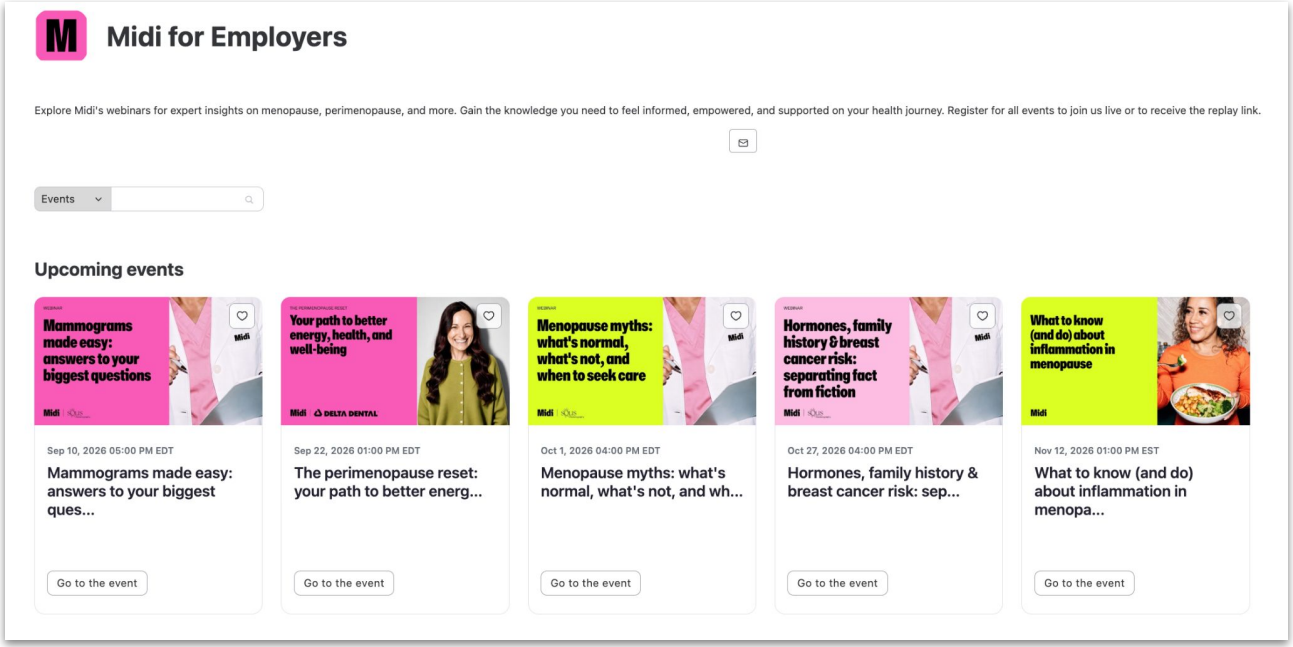


Live and on-demand webinars

As a Midi partner, you have **access to Midi's Live Ongoing Webinars at no cost**.

Registration is open to all employees and their partners/dependents. Registrants receive recordings after every event.

On-demand titles are also available.



`Send out watch links • host a lunch and learn • show one during a wellness event`

4 key engagement strategies

We've treated 500,000+ patients—and we know how to engage women who could benefit from our care. Here are some of our top strategies.

1. Diversify your messaging

Menopause isn't all hot flashes and mood swings. The transition can cause weight gain, sleep problems, and even increase the risk of chronic issues like heart disease. By sharing a variety of information—from announcement copy to educational resources from our Resource Hub—you'll key into the angle that most resonates with each woman.

2. Vary your channels

For some, a detailed email resonates best. For others, it's a short blurb sent over Slack or a poster in the breakroom. Use a variety of mediums and formats to get the word out, and use timing to your advantage. For example, mornings are a great time to remind women that last night's insomnia could be due to menopause—and that help is available.

3. Steadily drip communications

Lack of awareness means some women may not immediately connect how they feel to hormonal change. In addition, due to stigma o caregiving obligations, some may need encouragement to prioritize their own needs. Regular communications can help with both.

4. Reinforce Midi's accessibility

Time constraints and cost of care are top barriers to midlife women utilizing their benefits. Remind women that Midi care is virtual, with appointments available 7 days a week during daytime and evening hours—all for the cost of a copay for in-network plan members.

AWARENESS EVENTS

Tip: Anchor Midi mentions to moments of heightened relevance

From advertisements to social media, many awareness days and months put a spotlight on topics related to menopause.

Seize the moment to engage your workforce, educate them about their health in midlife, and connect them to Midi.

The calendar on the next page outlines some events worth planning for.

For related educational content you can share with your employees, visit Midi's:

- → Employer Resource Hub
- → On-Demand Webinar Hub

Awareness communication themes

Month	Event	Suggested Messaging
February	Heart Health Awareness Month	Hormonal decline increases women's risk of high cholesterol, blood pressure, and heart disease.
March	Women's History Month International Women's Day (3/8)	Women deserve expert care that meets their needs in all stages of life—and helps them thrive.
April	World Health Day (4/7)	Menopause increases the risk of chronic disease, making preventive care more important than ever.
May	Women's Health Month Mental Health Month Osteoporosis Awareness Month	Health is holistic; hormonal decline has physical+mental impacts. Menopause can affect cognition, anxiety, and depression. Lower estrogen levels can compromise bone health.
September	Perimenopause Awareness Month	Symptoms can appear—and be most severe—years before you reach menopause (as early as age 35).
October	Menopause Awareness Month World Menopause Day (10/18) Breast Cancer Awareness Month	Fatigue, sleeplessness, mood changes, brain fog. There are 50+ menopause symptoms—and treatments that can help. You don't have to suffer in silence. Whether a woman is a survivor, in treatment, or concerned about cancer risk, their menopause symptoms can be safely and effectively managed.

Help your ERGs champion menopause care

Loop leaders in early

Give ERG leaders a “first look” at Midi resources, webinars, and toolkits. Position them as insiders who can share updates with members.

Ease amplification

Provide suggestions on what to share, when, including plug-and-play language they can drop into existing channels.

Align with planned efforts

Review groups’ scheduled programming and encourage related ways to highlight Midi. Suggest promotion related to awareness events.

Encourage peer-to-peer sharing

ERGs thrive on authenticity. Encourage leaders to share their own experiences (or host peer panels) around midlife health, and make Midi part of the discussion.

Recognize and empower

Thank ERG leaders for being benefit champions by calling out their role in newsletters, meetings, or events. Consider giving ERGs budget to help promote benefits like Midi.

Highlight women’s stories

Storytelling helps build awareness and social proof of your offerings. With their permission, share employees’ Midi experiences with your team.

What you *don't* need to do

We've designed Midi for Employers so you can launch it on your own—without jumping through typical hoops.

Unlike benefits you contract with, you do not need to:

✗ **Provide an eligibility file.**
We verify eligibility when a patient uploads an image of their insurance card during registration.

✗ **Deal with any paperwork.**
There's no contract to sign, and we bill all services to claims like other in-network healthcare providers.

✗ **Pay us anything (seriously).**
Midi makes money through insurance reimbursements, not employer PEPMs or other fees.

For answers to common questions about Midi for Employers, please see our Employer Partner FAQs in the employer onboarding resources.

Thank you for supporting women in every stage of life.

If you have any questions, please email us at:
hrsupport@joinmidi.com

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