

kindbody

New Year, *New Health*

January 2025



The start of a new year is the perfect time to set family-building and health goals. For many, it's a season of fresh beginnings and new possibilities, and our team is honored to support members on this journey.

We're excited to introduce our New Year, New Health campaign, highlighting the tools and support available to make family-building goals more approachable and achievable.

- **Kindbody Email Series:** We're offering a two-part email series to introduce Kindbody benefits and encourage members to take the next step toward their family-building journey.
- **January Newsletter:** We're sending an educational newsletter to help your employees reach their family-building goals in 2025.
- **Messaging Templates:** Access long-form and short-form messaging templates that can be used to promote Kindbody benefits using your internal channels.
- **Digital Signage:** Content your team can leverage on TV displays used at work locations.

This toolkit contains assets that you can use to promote this campaign to your team:

- | | |
|---------------------------------------|--------------|
| 1. Email campaigns | <i>Pg 4</i> |
| 2. Email template for internal memos | <i>Pg 7</i> |
| 3. Short-form blurb for chat channels | <i>Pg 8</i> |
| 4. Digital screen | <i>Pg 10</i> |
| 5. January virtual event | <i>Pg 12</i> |



Email Campaigns

If you've opted in, we'll send a two part email series to your eligible members to promote our New Year New Health initiative.

If you haven't opted in for these emails, but would like to, please let us know by **December 15**.

[Click to Opt In for These Emails](#)

Email 1:

kindbody | [partner logo]



Your Path to Family Planning Starts Here

With Kindbody, [employer_name]'s fertility and holistic health benefit, it's a great time to set family and health goals for 2025. Whether you're just exploring your options or are ready to take the next step, Kindbody provides expert support, comprehensive fertility services, and a team committed to guiding you in your journey.

[Activate your benefits](#)

- [Employer]'s access code is [EMPLOYERCODE]
- Your Unique ID is your employee ID; for your spouse/domestic partner this is the employee ID + 'S' at the end



Meet Kindbody
Your Kindbody benefits provide you and/or your partner with:

- Fertility services including IVF and egg freezing
- A world-class team of fertility experts
- Comprehensive fertility consultations
- Fertility clinics located across the country
- 24/7 chat access with our team

[Activate your benefits](#)

Great news! You have new benefits from Kindbody starting this year! *[Only if applicable]*



KindMan
Male fertility services to help you and your partner conceive—including personalized assessments, semen analysis, and hormone management programs.



KindDoula
Our doula program offering personalized support during a pregnancy—providing you with guidance on birth plans, nutrition, fitness, and more.




Menopause
Program offering women crucial menopause support—including provider visits, hormone testing and therapy, nutrition and lifestyle coaching, and more.

Activate your Kindbody account to start exploring these new services.

[Activate your benefits](#)

Email 2:

kindbody | [partner logo]




Hi [first name],

Happy New Year! 🎉 As we start 2025, it's a great time to focus on your family planning goals.


As your fertility and family-building benefit from [employer_name], we're here to support you as you begin your journey.

[Activate your benefits](#)


Tips to start your journey:




Track Your Cycle
Use an app or journal to spot your fertile days.




Understand Your Health
Your fertility changes with age; it's normal, and we're here to help you plan.



Know Your Family History
Talk to female relatives to learn about any genetic factors that may affect your fertility.



Make Healthy Choices
Avoid smoking, limit caffeine and alcohol, and eat nutrient-rich foods like leafy greens, nuts, and berries.




Assess Your Fertility
Regular check-ins provide helpful insights. Kindbody offers hormone tests and assessments to guide your planning.

Want to learn more about your fertility health?

Activate your Kindbody account to schedule a personalized assessment with a clinical expert.

[Activate your benefits](#)

Contact us at any time.
employeebenefits@kindbody.com
1-855-KND-BODY



[Click to View Full Email Proofs](#)

If you do not already provide an eligibility file, our team will coordinate receiving a list of email addresses from you if you'd like to opt into the email


If you've opted in, we'll send an educational newsletter to your eligible members to promote our New Year, New Health initiative.

If you haven't opted in for the newsletter, but would like to, please let us know by **December 15**.

Click to Opt In for Newsletter

kindbody [Activate Your Benefit](#) [Sign In](#)

TAKE CHARGE IN 2025
**Your Health,
Your Family,
Your Future.**



Need Help with Your New Year Goals?

Make 2025 the year of achieving your health and family-building goals with support from Kindbody – your benefit from [employer_name]. Here are three tips to get you started:

- 1. Check-In Early:** Get a head start by scheduling fertility check-ups, like a simple hormone blood test.
- 2. Focus on nutrition:** Leafy greens, lean proteins, and whole grains support reproductive health.
- 3. Ease Stress:** Mindfulness can improve hormonal balance, which supports fertility.

More resources on [our blog](#).

Your Knowledge, Your Power: Maternal Health

Did you know that over **50,000 women** in the U.S. experience severe pregnancy-related complications each year, but **60% of these could be avoided** with proper care? (Source: CDC)

From prenatal care to postpartum support, staying informed about maternal health can reduce risks and lead to a healthier pregnancy.

[Learn more](#)

Patient Story: Alex & Ernie

"Kindbody gave us hope on our path to parenthood. Our dream of a family is now within reach."

[Read more patient stories](#)

Get to Know a Physician: Dr. Fabiola Balmir

Reproductive Endocrinologist
Kindbody Minneapolis

What her patients say:
"Dr. Balmir is very warm and compassionate. She sat down and answered all of our questions and set expectations of success."

[Learn more about Dr. Balmir](#)

Get Started With Kindbody

Your Kindbody benefits from [employer_name] include:

- Fertility services including IVF, egg freezing, and more
- A world-class team of fertility experts and clinicians
- Fertility clinics located across the country
- Clinical consultations: either in-person or virtual
- 24/7 chat access to have your questions answered

[Activate your benefit](#)

Contact us at any time.
employeebenefits@kindbody.com
1-855-KND-BODY

[@](#) [in](#) [f](#) [x](#)

Click to View Full Email Proof

If you do not already provide an eligibility file, our team will coordinate receiving a list of email addresses from you if you'd like to opt into the email

Emails & Messaging Templates

**Template message to email to your team:
Recommended send date: January 2, 2025**

As we kick off a new year, we want to highlight a valuable resource available to you: your Kindbody benefit. Kindbody offers family-building and holistic health services at fully-covered or discounted rates, designed to help you and your loved ones take confident steps toward your goals in 2025.

With Kindbody, you and/or your partner have access to:

- A world-class team of fertility experts and clinicians
- Comprehensive fertility assessments
- Fertility treatments, including IVF and egg freezing
- 24/7 support to answer your questions

Whether you're starting to explore options or ready to take the next step, Kindbody is here to guide you every step of the way.

Get Started:

Activate your Kindbody benefits today to unlock personalized support for your journey in 2025. Simply [click here](#) to create your account.

Warm regards,
[client name]

**Template message to use on internal
chat platforms (e.g. Slack)
Recommended send date: January 2, 2025**

Is building a family one of your 2025 goals?

Start your journey with Kindbody today! Activate your benefits to access expert guidance and a full range of fertility services tailored to support you every step of the way.

[Click here](#) to create your account and begin planning for 2025 with confidence.

Digital Signage

Recommendations for using:


- Display on available digital monitors located onsite.

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Join Us for a Virtual Event

**Thinking Ahead:
Proactive Fertility Prep**

Tuesday, January 28
8pm ET / 7pm CT / 5pm PT



RSVP

employeebenefits@kindbody.com • 1-855-KND-BODY



Download File

To download to your computer, click "Download File" then right click the image > Save As

Upcoming Events



Thinking Ahead: Proactive Fertility Prep

Tuesday, January 28
8pm ET / 7pm CT / 5pm PT

As we kick off the new year, we want to highlight the importance of understanding our bodies and where our fertility stands. Knowledge is power and you are never too old (or too young) to learn more about your options!

Join us as we outline the fertility fundamentals and how you can optimize your chances of conceiving now or in the future.

[Learn more](#)

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Have any questions?

For additional support, please reach out to your Kindbody account manager.

Thank you!