

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. 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. Be sure to **bookmark this page** for quick access to the latest assets!

Best,
The Garner Growth Marketing 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**. 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 and brand 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 help to keep everyone informed.

Manager-Led Endorsement (Grassroots Promotion)

Grassroots promotion involves creating a plan to encourage organic, manager-led endorsements of Garner. This includes leveraging Employee Resource Groups and Union Groups to share Garner messaging, as well as identifying and engaging potential Garner promoters who can help spread the word within their networks. *Please ask your Account Manager for these marketing materials.*

Company-Sent Email & SMS Templates

Our ready-to-use email, SMS, and newsletter 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 email templates here](#)
- [Download the SMS templates here](#)
- [Download the benefit team newsletter 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](#) - Most frequently-used handout
- [Trifold Garner Pamphlet](#) - An in-depth explanation of Garner
- [How to Set Up Direct Deposit](#)
- [How to Add Labs & Facilities](#)
- [Top Provider Methodology Overview](#)
- [Concierge FAQs](#)
- [Member Testimonials](#)
- 2025 How Garner works with HSAs
 - [2025 - How to Use Garner before Your HSA Deductible is Met](#)
 - [2025 IRS minimum](#)
- 2026 How Garner works with HSAs & FSAs
 - [2026 - How to Use Garner before Your HSA Deductible is Met](#)
 - [2026 IRS minimum](#)

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 Create an Account](#)
- [How to find a Provider](#)
- [How to Set up Direct Deposit](#)
- [How to Add New & Current Doctors](#)

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. [Download the Create an Account display screen here.](#)

Ben Admin Integration

Add Garner as a page in your internal benefit enrollment platform to encourage them to create a Garner account. Use the [Ben Admin Tile Guide](#) for inspiration, customize your benefit information, and link the following URL to ensure sign-ups are properly tracked: <https://garner.guide/access-garner>

Intranet Integration

Add Garner to your internal intranet (or any centralized hub where employees access key information). Use this URL to ensure sign-ups are properly tracked: <https://garner.guide/garner-account>

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 Garner brand assets here.](#)

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 your 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 \[garner@info.getgarner.com\]\(mailto:garner@info.getgarner.com\) and \[garner@notify.getgarner.com\]\(mailto:garner@notify.getgarner.com\).](#)

[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.](#)

Your Garner Open Enrollment Toolkit

Open Enrollment is a key opportunity to promote Garner. To help you make the most of this period, we've curated a selection of **key resources** from the full Benefit Team Toolkit.

Benefits Guide & Open Enrollment Materials

It's essential to include Garner in your benefits guide and open enrollment materials so employees are aware they have the Garner benefit and how it works. [Here is an example](#) of a page on Garner.

Ben Admin Integration

Add Garner as a page in your internal benefit enrollment platform to encourage them to create a Garner account. Use the [Ben Admin Tile Guide](#) for inspiration, customize your benefit information, and link the following URL to ensure sign-ups are properly tracked: <https://garner.guide/access-garner>

Intranet Integration

Add Garner to your internal intranet (or any centralized hub where employees access key information). Use this URL to ensure sign-ups are properly tracked: <https://garner.guide/garner-account>

Garner Education Sessions

Live Garner Education Sessions are a great way to educate employees on the Garner benefit. Our [On-Demand Garner Education Session](#) lets primary members share information with dependents.

In-Office Materials - Handouts & Digital Screens

Use our [How to Use Garner](#) (most popular), our [Trifold Garner Pamphlet](#) (an in-depth explanation of Garner), or our [Digital Display Screens](#) in break rooms or other common areas.

Company-Sent Email & SMS Templates

Our ready-to-use email & SMS templates are one of the most effective ways to drive engagement:

- [Download the email templates here.](#) Optional: [Leadership Endorsement Email](#)
- [Download the SMS templates here.](#)

Manager-Led Endorsement (Grassroots Promotion)

Create a plan to encourage grassroots, manager-led endorsements of Garner, leveraging local HR, local managers, Employee Resource Groups, etc. *Ask your Account Manager for these marketing materials.*