



## **Flex Services Communications and Cadence**

All communications have been reviewed and approved by MGB and MGB HP.

### **MGB Flex Services Landing Page**

The landing page allows members to learn more about Foodsmart and book their own visit with a registered dietitian should they choose to do so.

<https://foodsmart.com/members/mgb-health-plan>

### **Flyer**

A flyer was developed when the program launched. RSOs are welcome to use the flyer to better explain the program to members. The flyer can be found in this packet of materials.

### **SMS Text Messages**

#### **Prior to outbound calls (sent the day after referral to Flex Services and two days after)**

SMS 1a: Your provider has referred you to a new no-cost resource called Flexible Services. This resource is paid for by Mass General Brigham Health Plan and provides you with FREE FOOD, as well as personalized nutrition advice from a Foodsmart nutrition coach.

SMS 1b: You'll be receiving a call from Foodsmart in the next few weeks to help sign up for your first visit with a Foodsmart nutrition coach. You can learn more and get started now by visiting [Foodsmart.com/members/mgb-health-plan](https://foodsmart.com/members/mgb-health-plan).

#### **Post outbound call (sent twice a week to members who have been referred but who have not enrolled)**

SMS 2a: Hi, it's Foodsmart! Your provider has referred you to Flexible Services. You now have access to personalized nutrition support and resources like weekly food boxes, medically tailored meals, and food cards.

SMS 2b: This is paid for by Mass General Brigham Health Plan. Learn more and book your first visit with a Foodsmart nutrition coach at [Foodsmart.com/members/mgb-health-plan](https://foodsmart.com/members/mgb-health-plan).

SMS 3a: Hi, it's Foodsmart. Don't forget: you have been referred to the Flexible Services resource by your provider. You now have access to your own personal nutrition coach who can help you save money on food and live a better quality of life.

SMS 3b: This resource is provided to you at no-cost by Mass General Brigham Health Plan.

You can learn more and book your first visit with a Foodsmart nutrition coach at [Foodsmart.com/members/mgb-health-plan](https://www.foodsmart.com/members/mgb-health-plan).

SMS 4a: Hi, it's Foodsmart. It's time to sign up for your first appointment with a Foodsmart nutrition coach. This is provided to you at no-cost through the Flexible Services resource.

SMS 4b: Your Foodsmart nutrition coach who will confirm your eligibility for services and connect you with resources like weekly food boxes, medically tailored meals, and food cards for wholesome fruits and vegetables. Learn more by visiting [Foodsmart.com/members/mgb-health-plan](https://www.foodsmart.com/members/mgb-health-plan).

## **Emails**

**Like SMS text messages, emails are sent twice weekly to members who have been referred to the program. The emails are included in this packet.**