



Request Curative from your employer

Curative is a next-generation employer-sponsored health plan. *No copays. No deductibles.* All with the completion of a Baseline Visit in the first 120 days. Want to get your employer to say *yes to Curative*? **Copy and paste a sample email below to your benefits decision maker, whether that's an HR leader, your CEO, or even CFO.**



SAMPLE ONE

SUBJECT: Easy and affordable health insurance option - Curative

Hi [Your Benefits Decision Maker],

I recently learned about [Curative](#), an employer-based health insurance company offering plans that are affordable, simple, and engaging. As they say, it's health insurance that *actually* pays for health care.

Next enrollment cycle, would you consider offering Curative to our company?

Let me tell you a bit more. Curative includes:

- 1 competitive monthly premium
- \$0 copays, \$0 deductibles for in-network care and preferred prescriptions as long as a member completes a Baseline Visit in the first 120 days
- Baseline Visit: a personal, preventive wellness experience
- Designated Care Navigators to help us understand and utilize our health plan
- 24/7/365 member support

When health care is this easy and affordable, we can focus on our work without worrying about untreated conditions or the financial implications of medical care. I believe it can drive health, productivity, and satisfaction among my colleagues.

[Visit the Curative website](#) to learn more, or you can also [schedule a call](#) or reach out at sales@curative.com.

If you need anything else as you weigh this decision, please let me know. I appreciate your time and attention.

Sincerely,
[Your Name]



SAMPLE TWO

SUBJECT: An affordable health plan for our team and our business

Dear [Your Benefits Decision Maker],

As a proud member of the team, I am always looking for ways for the company to gain the most value. Knowing health insurance is a top line item in the budget, I believe there is a better alternative out there for both the business and my colleagues to get the most out of our health benefits.

I just learned about [Curative](#), a revolutionary health care plan. Rather than worrying about copays and deductibles, Curative operates like any other subscription model — just one competitive monthly premium and then access to \$0 in-network care and preferred prescriptions. All members have to do is complete a Baseline Visit within 120 days of the plan start date to qualify for the \$0 out-of-pocket costs. On top of that, members get a designated Care Navigator to make finding care simple, as well as 24/7/365 member support.

It's affordable for employers and employees alike. And by going with a plan that prioritizes health engagement and lowers financial stress, our team members can be even more focused, loyal, and productive. In fact, taking away copays and deductibles is like giving us a raise, since we can keep more of our hard-earned money in our pockets.

[Visit the Curative website](#) to learn more about this great option for our company. You can also [schedule a call](#) or reach out at sales@curative.com.

Appreciate your time and attention as you consider Curative.

Sincerely,
[Your Name]



SAMPLE THREE

SUBJECT: Requesting new health insurance for our company - Curative

Dear [Your Benefits Decision Maker],

I just found out about an innovative employer-based health insurance option and I thought you'd be interested in considering it for our company.

[Curative](#) provides comprehensive health coverage without the burden of deductibles or copays upon completion of a Baseline Visit within 120 days of the plan start date. Employees can access in-network health care services and preferred prescriptions without worrying about unexpected bills or out-of-pocket expenses. That's all covered with one, competitive monthly premium.

I believe that offering Curative's health insurance plan would be a real win for employees and bring significant value to our business. When care becomes more affordable, employees can get treated before concerns become too costly for us, *and ultimately*, our business.

[Visit the Curative website](#) for more details to help guide our company's decision-making process. You can also [schedule a call](#) or reach out at sales@curative.com.

Thank you for your time and consideration of this request.

Best regards,
[Your Name]