Approved Broker Email Templates

Use only approved language; customize bracketed fields

Memberships starting at $99/month. Highest membership: $349/month. Not insurance.

Initial broker-to-employer introduction

Subject: A direct-care membership benefit for your team

Hi [First Name],

I wanted to introduce a membership-based direct-care health benefit from Direct Providers Care™. Memberships start at $99/month and go up to $349/month depending on the membership option.

This is not insurance and is not presented as a replacement for major medical coverage. The goal is to give employees a practical access-focused benefit that is simple to understand and easy to enroll in.

Would you be open to a 15-minute overview?

Best,

[Broker Name]

Follow-up after employer demo

Subject: Direct Providers Care membership next steps

Hi [First Name],

Thank you for reviewing the Direct Providers Care membership benefit. As discussed, this is a direct-care membership program, not insurance.

Next steps would be: confirm estimated member count, select membership tier(s), review the broker compensation disclosure, and schedule enrollment.

I am happy to coordinate the launch plan.

Direct Providers Care™

Best,

[Broker Name]

Broker-to-HR enrollment announcement

Subject: New care-access membership available

Hi Team,

Your organization is introducing Direct Providers Care, a membership-based direct-care health benefit. The program is designed to make care access simple and convenient.

This membership is not insurance and does not replace major medical coverage. Enrollment details, membership options, and launch dates will be shared shortly.

Thank you,

[HR/Broker Name]

Renewal check-in

Subject: Direct Providers Care membership renewal review

Hi [First Name],

It is time to review your Direct Providers Care membership program. We can look at active membership count, selected tiers, employee communication, broker support needs, and renewal options.

Would [date/time] work for a renewal review?

Best,

[Broker Name]

Compliance note: This template is for business planning and portal publication. Have qualified legal/compliance counsel review final documents before use, especially for ERISA, state insurance, broker licensing, and healthcare referral rules.