Employer Toolkit Guide

To help you get the most out of Level2

June 2025

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We're so glad you're here.

If you're reading this, it means you've made the decision to offer Level2 Specialty Care to your company's health plan members. All to help people living with type 2 diabetes improve and do better. High-five!

To help people get the care they need, first they have to join. While Level2 will reach out directly to eligible members to encourage them to join, you, the employer, can help, too.

A toolkit was created to give you the messages to help build awareness for this potentially life-changing program. And when you use the toolkit, you can show your employees YOU want them to feel better.

This guide was also created to make using the tools simple and easy. To get started, read on.

Scan the code or visit
mylevel2.com/toolkit
to download your tools

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Included in this guide

TOOLKIT OVERVIEW

HELPFUL BEST PRACTICES

YOU HAVE OPTIONS

WANT TO CUSTOMIZE OR TRANSLATE?

QUICKSTART EXAMPLE

WHERE TO GET HELP

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Included In Your Toolkit

WHAT'S HERE TO HELP YOU BUILD AWARENESS

POSTERS

- Size: 14 x 20 inches
- Customizable with your logo
- Available in Spanish

FLYERS

- Size: 8.5 x 11 inches
- Customizable with your logo
- Available in Spanish

DIGITAL SCREENS & POWERPOINT SLIDES

- Ratio: 16:9
- Size: 1920 x 1080 pixels
- Available in Spanish

TABLE TENTS

- Available upon request
- Shipped to you for easy assembly

DIGITAL BANNERS

- Size: 7800 × 1000 pixels
- 3 design versions available

EMPLOYER LETTERS & EMAILS

- Ready to use messages for your direct mail letters or emails
- 2 versions provided: Introductory & Reminder
- Available in Spanish

PROGRAM DESCRIPTIONS

- Text for your employee benefit guides or program lists
- Promotional copy to use in newsletters or intranet sites
- Available in Spanish

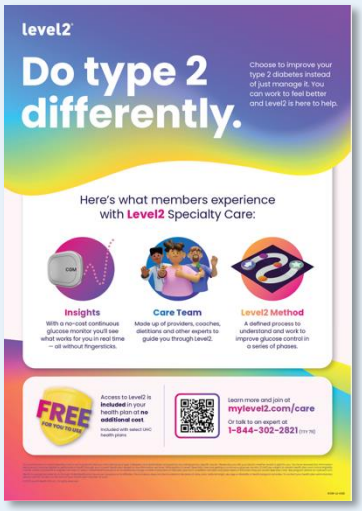
WEBINAR & VIDEOS

- Pre-recorded Introductory Webinar (3-4 minutes), available in Spanish
- 2 videos sharing program specifics

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Best Practices



Poster & Flyers

Can be printed, displayed or distributed directly to employees.

Commonly used in multiple places at your onsite locations:

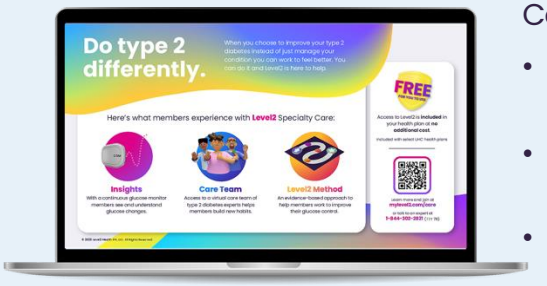
- Human Resource or Benefit offices
- Wellness or health centers
- Health fairs
- Communication stations or posting areas
- Workplace cafeterias or break rooms



Contains a QR code, website link and phone number for employees to learn more and join.

Customizable with your logo and available in Spanish.

Printed posters are available upon request- contact your Level2 Account Team.



Digital screen & PowerPoint slides

Common uses:

- Displayed on an onsite TV screen and intranet sites
- Used in an informational PowerPoint document of employee programs
- Shared in team meetings as employee program reminder
- Available in Spanish

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Best Practices



Table Tents

NEW item to the Toolkit this year! They provide simple program promotion best used together with the posters and flyers.

Level2 will print and ship tables tents to you flat for easy assembly and display at your employer locations. Contact your Level2 Account Team to request this new tool.

Digital Banners

Can be used on intranet sites and internal email communications to employees.

A clickable link https://mylevel2.com/care can be added to the banners used in digital channels, taking employees directly to the Level2 website.







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Best Practices


CLIENT BRAND

[Mail Date]

[First Name] [Last Name]
[Address 1]
[Address 2]
[City], [State] [ZIP]

Re: A new benefit is available to you

Dear [First Name]:

Your health plan benefits now include access to Level2® Specialty Care, a program to help you or any adult on your plan who is living with type 2 diabetes.

Here's what member experience with Level2, all at **no additional cost**:

- **Insights:** You'll start with a no-cost continuous glucose monitor (CGM) to learn what works for you.
- **Care Team:** Virtual access to a care team of experts including providers, nurses, coaches and dietitians, all ready to guide you.
- **Level2 Method:** A defined process to help you understand and work to improve glucose control in a series of phases.

Choose to improve type 2 instead of just managing it. Learn about this new benefit at mylevel2.com/care or give Level2 Specialty Care a call at 1-844-302-2821, TTY 711.

Your team at <Company Name>

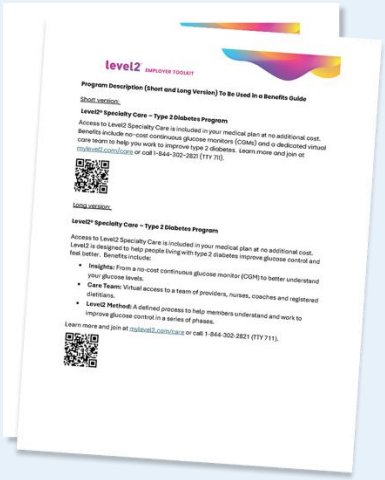
Employer Letters & Emails

Letter and email communications that come directly from employers bring credibility to the Level2 program offer and availability.

Recommended at the start of the program offer (Introductory) to drive broad and general program awareness.

A follow-up communication at about mid-year (Reminder) can be used to encourage employees to use the benefit before year-end.

Available in Spanish


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Program Description (Short and Long Version) To Be Used in a Benefits Guide

Short version:

Level2® Specialty Care – Type 2 Diabetes Program

Access to Level2 Specialty Care is included in your medical plan at no additional cost. Benefits include no-cost continuous glucose monitors (CGMs) and a dedicated virtual care team to help you work to improve type 2 diabetes. Learn more and join at mylevel2.com/care or call 1-844-302-2821 (TTY 711).

Long version:

Level2® Specialty Care – Type 2 Diabetes Program

Access to Level2 Specialty Care is included in your medical plan at no additional cost. Level2 is designed to help people living with type 2 diabetes improve glucose control and feel better. Benefits include:

- **Insights:** From a no-cost continuous glucose monitor (CGM) to better understand your glucose levels.
- **Care Team:** Virtual access to a team of providers, nurses, coaches and registered dietitians.
- **Level2 Method:** A defined process to help members understand and work to improve glucose control in a series of phases.

Learn more and join at mylevel2.com/care or call 1-844-302-2821 (TTY 711).

Program Descriptions

Used in program guides or benefit lists to ensure employees know that access to Level2 is included in health plan benefits.

A QR Code is included with the descriptions (if space is available). This QR Code will bring interested employees directly to the Level2 website.

Available in Spanish



Webinar & Videos

An introductory recorded webinar is available in both English and Spanish. This can be used to send directly to interested employees or played in a team or wellness meeting.

We have also included two videos that explain the Level2 Method and how continuous glucose monitors work.

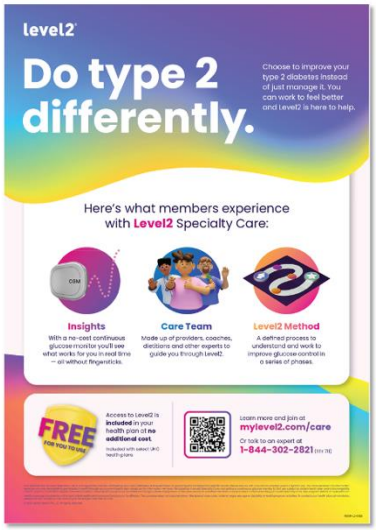
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You Have Options

DIFFERENT MESSAGES AND YOU CAN USE BOTH

Do Type 2 Differently focuses on program features







Something Feeling Off? focuses on member needs







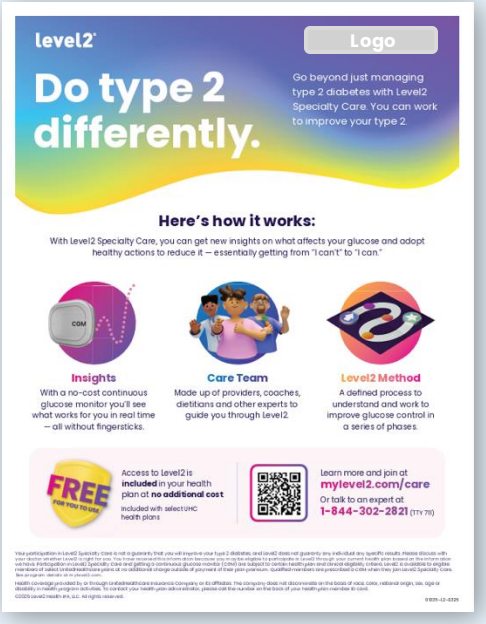
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Customize the Poster & Flyer

USING YOUR COMPANY OR WELLNESS PROGRAM LOGO

- You can add your company or wellness program logo to the Level2 poster and flyers
- Download and open the document in Adobe Acrobat or alternate design tool
- Use a logo in color reversed or white to be more visible on the material
- Your logo should be no larger than the Level2 logo



Items available in Spanish

ENSURE YOU REACH EMPLOYEES IN THEIR PREFERRED LANGUAGE

- Both design versions of the posters, flyers, and digital signage are available in Spanish



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Quick Start Example

EASY EXECUTION IDEAS FOR USING THE TOOLKIT

If you're wondering how you could use all these tools over time, here's some inspiration:

1 **Program Kick-Off** | Launch Month

- Add program description to Benefits Guide or Plan Materials
- Send introductory letter/email
- Print flyers and make available at on-site locations
- Display posters & table tents in cafeterias and break rooms

2 **General Awareness Support** | Always-On

- Display digital signage
- Add promotional copy and digital banners to intranet sites or monthly newsletters
- Reprint and refresh flyers in on-site locations
- Display posters & table tents in cafeterias and break rooms

3 **Health & Wellness Fairs** | During the Year

- Add Level2 to your health fair promotion materials
- Check with your Level2 Account Team for available support or materials
- Use recorded webinar and videos during the fair

4 **Program Reminder** | 4-6 Months Post-Launch

- Send reminder letter/email
- Add promotional copy and digital banners to intranet sites or monthly newsletters

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Need Help?

Remember, you can reach out to your friendly Level2 Account Team if you questions or need assistance.

Notes

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