

Here4TN 101 Campaign



Email copy:

Subject line: Need extra help with everyday challenges?

Preheader: When life throws curve balls, Here4TN is here to help.

Headline: A personal assistant, when you need it most.

Body copy: Life is full of challenges, but there may be times when you need extra help along the way. That's why we're offering Here4TN. Whether you're looking for parenting/caregiver resources, want to talk to an EAP counselor, need financial help or a pet sitter, this service is available 24/7 at no extra cost to you. And it only takes one call to get started.

Call 855-Here4TN (855-437-3486) today.

This program should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room. This program is not a substitute for a doctor's or professional's care. Due to the potential for a conflict of interest, legal consultation will not be provided on issues that may involve legal action against Optum or its affiliates, or any entity through which the caller is receiving these services directly or indirectly (e.g., employer or health plan). This program and its components may not be available in all states or for all group sizes and is subject to change. Coverage exclusions and limitations may apply.