

# Take Charge At Work Campaign



## Email copy:

Subject line: Hard to stay focused at work?

Headline: Optum Take Charge at Work may help.

Body copy: It's normal to feel down once in a while. But if you've lost interest in things that usually bring you joy, have trouble concentrating or feel more sluggish for a longer period of time, it may be signaling something more.

You're not alone — Take Charge at Work may help. This program is included in your benefits and is available to you at no additional cost. To get started, you'll take a confidential online assessment to find out if you're at risk for depression. If you qualify for the program, you'll work with a coach to create a personal plan — so you can start feeling better.

**It's simple. Visit [Take Charge at Work](#) today, take the assessment and find out your results and next steps immediately.**

**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.