

MindBeacon Descriptions: Suggested Wording for Employee Communications

Here are a few helpful ways to introduce MindBeacon in your organization's communications, which can be used depending on length requirements and purpose. Copy the text below and include your organization-specific MindBeacon landing page URL to direct employees for more information and access to preferred pricing.

A/ Teaser (~70 words)

Suitable as a short introduction to MindBeacon that can be posted on an intranet homepage or as part of an employee newsletter

Discover the MindBeacon Therapist Guided Program that improves your mental health – available to [COMPANY] employees and family members as part of your benefits plan.

If you're feeling overwhelmed or down more often than not, MindBeacon can help you build resilience to cope with life's many challenges. MindBeacon provides clinically-proven Cognitive Behavioural Therapy (CBT) guided by a registered mental health professional; accessed through your digital device, it's there for you anywhere, anytime you need it.

Learn more about how MindBeacon works, its cost and coverage. Visit www.mindbeacon.com/pbc-pmember today.

B/ Short Article (~150 words)

Suitable for an employee email, intranet short article or as a feature page in an employee benefits book

Better Mental Health Through MindBeacon

It's available to [COMPANY] employees and family members as part of your benefits plan

In our professional and personal lives, we hope to thrive and bounce back from challenges, but for many of us at times, it's just not that easy. If life has started to feel too overwhelming, or you just can't shake feeling down, MindBeacon is here to help you.

MindBeacon provides Cognitive Behavioural Therapy (CBT) digitally through your phone, tablet, or computer. It's designed to help improve your mental well-being and build a resiliency to life's demands – and it's available wherever and whenever you choose.

The MindBeacon Therapist Guided program is guided by a registered mental health professional, and it helps you develop crucial lifelong coping skills. MindBeacon has been empowering Canadians from coast to coast – find out what it can do for you.

Learn more about how MindBeacon works, its cost and coverage. Visit www.mindbeacon.com/pbc-pmember today.



C/ Long Article (~280 words)

Suitable for a longer employee email, intranet article or as a feature page in an employee benefits book

[TITLE]

Better Mental Health Through MindBeacon

For so many of us, mental health is an important topic – every day, conversations related to mindfulness or self-care come up. Frank discussions about our mental well-being are also top of mind.

There are no quick fixes to our mental health, and some of us feel overwhelmed, like we've lost control of things; others simply can't shake feeling down. These are issues that many Canadians deal with every day. But the good news is that there's help available with the MindBeacon Therapist Guided Program – **now available to all employees at [COMPANY] at as part of your benefits plan.**

MindBeacon can empower you

Designed to improve your mental health and build your resilience to life's challenges, MindBeacon provides Cognitive Behavioural Therapy (or CBT), an evidence-based form of psychological therapy. It's also considered the gold standard when it comes to helping people with mild to moderate depression or anxiety.

How CBT works

The premise behind CBT is that, with regular practice and guidance, we can manage the distressing thoughts and behaviours that come along with stressful, challenging situations – in a way that positively impacts our lives. It can be difficult at first, but with commitment to therapy, you can see your resilience grow.

Therapy on your terms

You use MindBeacon wherever and whenever you choose – all on your phone, tablet, or computer – with no appointments to keep. And MindBeacon is guided by a registered mental health professional, to help you develop crucial lifelong coping skills.

MindBeacon has been empowering Canadians from coast to coast. Learn more about how it works, its cost and coverage by visiting www.mindbeacon.com/pbc-pmember today.

