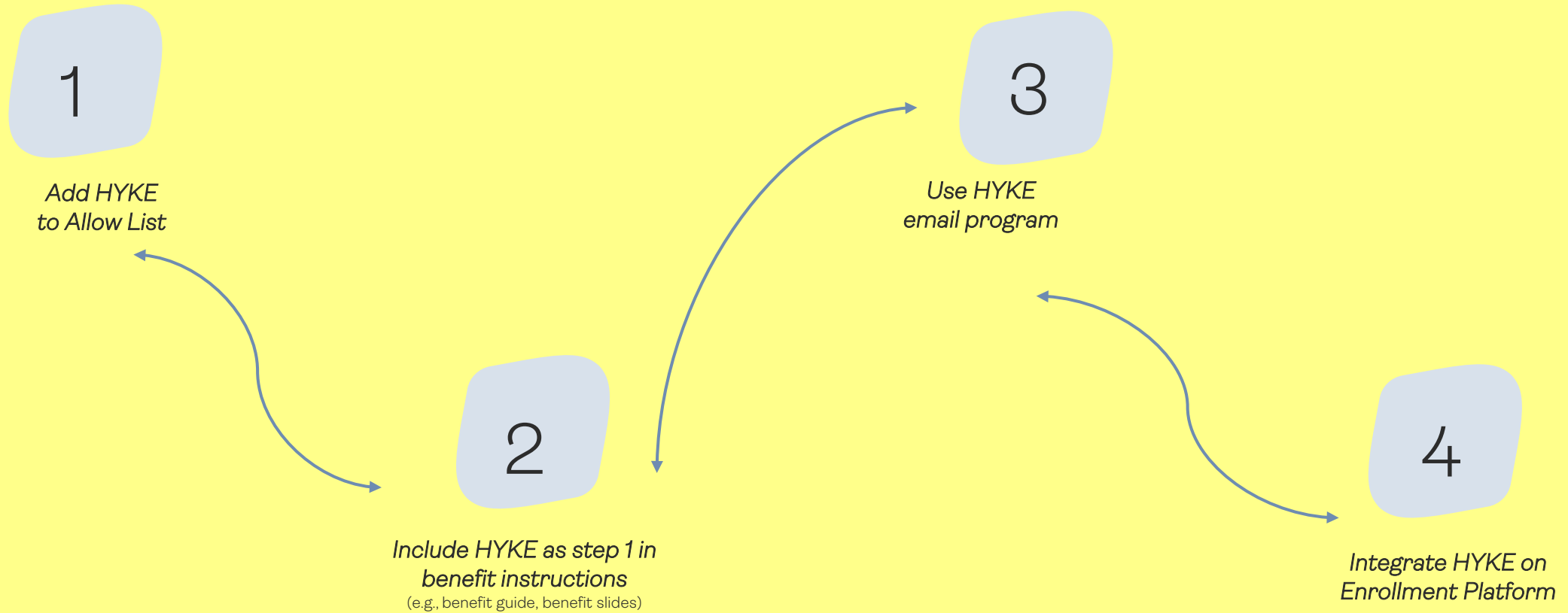


HYKE Engagement Roadmap



Roadmap Details

Requirements for fully subsidized HYKE

Two Calls

1. **Kick-off:** attend a kick-off call where you will go over the details for implementation
2. **Communications Connect:** attend a call dedicated to your communication strategy. We'll work together to make sure you have all the materials you need, HYKE is accessible, and answer any addition questions!

Four Steps

1. **Allow list:** add HYKE to allow list so that employees can easily access the platform
2. **Make HYKE Step 1:** Include a link wherever you share benefit instructions with employees, such as:
 1. Benefit
 2. Intranet
 3. Benefit meetings
3. **Use HYKE Email Program:**
4. **Add HYKE to enrollment platform via:**
 1. Tile on enrollment platform
 2. Pop up
 3. *Intranet as backup*

Email program options

1. Option one:
 1. HYKE-led employee emails
 2. Introduction email
 3. Exec/leadership email
2. Option two:
 1. 1 standalone email
 2. Include HYKE in all open enrollment notification emails (cc questions@hyke.com)
 3. Exec/leadership email