

Email Type / Stage	Subject Line	Body Copy (Email Text)	Purpose / Notes	Sender Name / Signature
1. Awareness / Voucher Intro	Your Free Breast Screening Voucher — from Prudential Guided Care	Dear [First Name], We're reaching out to remind you that your Free Breast Screening Voucher is ready to use. Early screening saves lives — and we've made it easy for you to book an appointment at the [Hospital name] near you. Simply reply "Schedule" in WhatsApp or click below to choose a time that suits you best. We'll take care of the rest. With care, PRUHealth Team	Introduce screening offer; connect WhatsApp journey with email	PRUHealth Team
2. Appointment Confirmation	Your Breast Screening Appointment is Confirmed	Hello [First Name], Your appointment at [Hospital name] is confirmed for [Date, Time]. There's nothing to bring — just your voucher and ID card. If you need to reschedule, reply to this email or send a quick message to PRUHealth Team on WhatsApp. See you soon, PRUHealth Team	Reinforce appointment details; keep tone calm and clear.	PRUHealth Team
3. Pre-Screening Reminder	Your Screening Appointment is Tomorrow	Hi [First Name], This is a gentle reminder about your screening appointment tomorrow at [Hospital name]. We'll be ready to welcome you — and your visit is fully covered under your Prudential plan. If you need directions or have questions, we're available to chat anytime. Wishing you comfort and calm, PRUHealth Team	Timely, reassuring pre-screening email; builds continuity.	PRUHealth Team
4. Results & Next Steps	Your Screening Results Are Ready	Dear [First Name], Your screening results are now ready. Dr. Aisha will review them with you during your consultation. If any follow-up tests are needed, don't worry — everything is covered under your Prudential plan. You can message PRUHealth Team on WhatsApp if you'd like to review your next steps together. With reassurance, PRUHealth Team	Helps user prepare emotionally and practically.	PRUHealth Team
5. Treatment Plan Confirmation	Your Treatment Plan and Coverage Details	Dear [First Name], We've prepared your treatment schedule and care plan. Every step — including follow-up care — is fully covered under your Prudential policy. You can review your plan with PRUHealth Team on WhatsApp anytime. You're not alone on this journey. We're with you, every step of the way. Warmly, PRUHealth Team	Strengthens sense of security and care continuity.	PRUHealth Team
6. Post-Treatment Follow-Up	How Are You Feeling Today?	Hello [First Name], It's your PRUHealth Team — just checking in to see how you're feeling after your treatment. Remember, you can always reach out to talk to a nurse or schedule a check-in whenever you need. Your health and peace of mind matter most to us. Take care, PRUHealth Team	Humanizes post-treatment engagement.	PRUHealth Team
7. Survivor Care / Monthly Check-In We're Still With You		Dear [First Name], As you continue your recovery, remember that we're still by your side. If you'd like, your PRUHealth Team can schedule your next follow-up or share health resources that help you stay well. You've come so far — and we're proud of you. With warmth and respect, PRUHealth Team	Long-term engagement and emotional continuity.	PRUHealth Team
8. Re-Engagement (No Response) Checking In — When You're Ready		Hi [First Name], It's been a little while since we last connected. Would you like to continue your PRUHealth Team journey or schedule your next visit? If you're not ready, that's perfectly fine — I'll stay quiet until you reach out. Warm regards, PRUHealth Team	For drop-off scenarios; gentle, non-intrusive re-entry.	PRUHealth Team
9. Opt-Out Confirmation	You're Now Unsubscribed from Guided Care Messages	Hello [First Name], We've paused all PRUHealth Team messages as requested. You can rejoin anytime by replying "Restart" to this email or messaging the PRUHealth Team on WhatsApp. We wish you good health and peace of mind, always. — PRUHealth Team	Compliance message confirming stop action.	PRUHealth Team