

Email Type / Stage	Subject Line	Body Copy (Email Text)	Purpose / Notes	Sender Name / Signature
Health Check Invite	Take Charge of Your Health — Your Free Check Awaits	Dear [First Name], We're inviting you to a complimentary health check at your nearest Prudential Panel Hospital. We'll assess your blood pressure, cholesterol, BMI, blood sugar, and heart health — all in one session. Click below or reply to this email to schedule your visit. Warm regards, PRUHealth Team	Start of campaign	Pru Health Team
Appointment Confirmation	Your Health Check is Confirmed	Hello [First Name], Your appointment is confirmed for [Date, Time] at your selected clinic. Please bring your ID and arrive 10 minutes early. If you need to change your time, just reply to this email or message PRUHealth Team on WhatsApp. Warmly, PRUHealth Team	Reinforces clarity	Pru Health Team
Results & Follow-up	Your Health Check Results Are Ready	Dear [First Name], Your health check results are now ready. Dr. Lee will review them with you during your consultation. Remember — this is a great step in keeping your heart, sugar, and cholesterol levels healthy. Best, PRUHealth Team	Results notification	Pru Health Team
3-Month Review Reminder	Time for Your Health Recheck	Hello [First Name], It's been a few months since your last screening — would you like to schedule your next check-up? Your progress matters, and I'll help you book the most convenient slot. With care, PRUHealth Team	Promotes preventive care	Pru Health Team
Pre-Diabetes Lifestyle Starter	A Plan for Better Balance	Dear [First Name], Your recent screening showed elevated blood sugar levels. Don't worry — with a few small lifestyle changes, you can stay on track. I'll help you monitor your diet, activity, and habits over the next few weeks. Would you like to begin your wellness plan? Warm regards, PRUHealth Team	Entry into pre-diabetes flow	Pru Health Team
Lifestyle Check-In	How's Your Health doing these days?	Hello [First Name], Just checking in — have you had a chance to follow your plan this week? Even small steps make a difference. If you'd like, I can connect you to a nutritionist or share a few easy recipes. Take care, PRUHealth Team	Sustained engagement	Pru Health Team
Opt-Out Confirmation	You've Been Unsubscribed from Guided Care	Dear [First Name], We've paused all Guided Care messages as requested. You can rejoin anytime by replying "Restart" to this email or messaging Clara on WhatsApp. We wish you continued good health. PRUHealth Team	Compliance confirmation	Pru Health Team