

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