



# Spark Warm-Up Communications Pack



# Welcome to Spark!

Spark is designed to be your employees' go-to resource for valuable health and wellbeing support, bringing together a wealth of readily accessible tools and resources.

To ensure a smooth and successful introduction of Spark to your workforce, we've created a comprehensive **Warm-Up Communications Pack**. This pack is filled with everything you need to generate excitement and awareness among your employees. From a poster and teaser video through to email templates, we've got you covered.

Spark has the potential to be a vibrant and essential part of your workplace culture, helping to promote a healthier, happier, and more engaged workforce.

## In this pack you'll find:

Page 3 – Your Launch Checklist

Page 4 – Email and intranet templates

Page 5 – Teaser poster and screensaver

Page 6 – Teaser video

Page 7 – Registration Guide and Proposition sales aid

Page 8 – Frequently asked questions



# Your Spark Launch Checklist

Welcome to the **Spark launch checklist!** This is a quick guide to help you seamlessly introduce Spark to your employees. While these are suggested steps, feel free to tailor them to fit your unique business needs.

## General Preparation:

- **Senior Stakeholder Support:** Identify senior stakeholders who can champion your Spark launch and send out emails in their name. Their endorsement can significantly boost interest and engagement.
- **Wellbeing Champions:** If you have them, engage your wellbeing champions to spread the word, answer questions, and generate curiosity about Spark.
- **L&G Policy Number:** Ensure you have your L&G policy number (starting with a G). If unsure, contact your intermediary. Employees will need to input this number as the organisation code to register for Spark. If you don't have an intermediary, reach out to us at [customer.relationships@landg.com](mailto:customer.relationships@landg.com)

## One to Three Weeks Before Launch:

- **Pre-Launch Assets:** Download and, if necessary, print the pre-launch assets from the warm-up pack, a teaser poster and screensaver have been provided. There is also a teaser video to help spark interest.
- **Email Distribution:** Plan and schedule the distribution of pre-launch awareness emails to your employees.
- **Team Meetings and Briefings:** Utilise team meetings, manager briefings, town halls, and other face-to-face opportunities to tease your Spark launch, highlighting its features and benefits.
- **Shift and Remote Workers:** Ensure that shift and remote workers are informed and kept up to date about your Spark launch.
- **Intranet Copy:** Schedule a publication date for the intranet copy.
- **Launch Assets:** Download the launch assets with your organisation code from our microsite in preparation for launch day. Go to [Sparklandg.com](https://Sparklandg.com)

## Launch Week / Launch Day:

- **Intranet Update:** Update your intranet to announce that Spark is live and encourage employees to download the app or log on to the platform.
- **Registration Guidance:** Ensure employees know how to register for Spark using our registration one-pager.
- **Brochureware:** Upload the brochureware to the relevant place in your organisation and inform employees of its availability. You can find the Spark brochureware [here](#)
- **Organisation code promotion:** Distribute the assets displaying the organisation code around the workplace or via email.
- **Launch Email:** Schedule the launch email to be sent on launch day.

## Post Launch:

- **Webinar Upload:** Upload our webinar to your intranet, covering all the features and benefits of Spark in detail.
- **Monthly Webinars:** Check the monthly webinar series to help promote Spark.
- **Mental Health Insights:** Utilise the monthly insights and communications from our Mental Health Promotional Officer.
- **Wellbeing Awareness Days:** Schedule wellbeing awareness days to align with the services offered through Spark.



# Email and Intranet Templates

To help you build awareness and anticipation among your team, we've crafted some engaging email templates and intranet copy. Here's what you can look forward to:

## Email Templates

**Email Teaser 1:** Get ready for Spark! This email introduces and teases the upcoming launch of Spark. [Click here](#)

**Email Teaser 2:** Spark is almost here! This email serves as a reminder that Spark is on its way. [Click here](#)

**Launch Email:** The big reveal ...here's how your employees' can get started with Spark. [Click here](#)

## Intranet Copy

We've also prepared a copy template for an intranet article announcing the launch and how to get started. [Click here](#)



# Teaser Poster & Screensaver

## Teaser Poster



The poster features a woman and a young girl in a field, looking at a smartphone together. The background is a soft-focus green field. The text is in a clean, sans-serif font. The L&G logo is in the top right corner. The Spark logo and tagline are in the bottom right corner.

# Wellbeing, unlocked. All our services on One App.

**Introducing Spark** – your new digital home for health and wellbeing.

- 24/7 in the moment support for you and your family
- Virtual GP and online physio
- Children's mental health support
- Digital gym, nutrition advice
- Long term condition support
- Cancer risk assessment

**Spark**  
One App. Every Service.  
Employee wellbeing in one place.

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[Click here to download](#)

## Teaser Screensaver



[Click here to download](#)

# Teaser Video



[Click here to watch](#)

# Registration Guide & Proposition Sales Aid

## Registration Guide

### Spark – User log in / registration journey



1

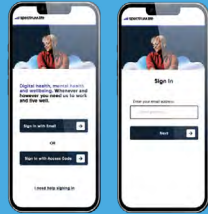


Download or update the Spectrum.Life app. You can also access Spark at: [landg.spectrum.life](http://landg.spectrum.life)



2

Once you've accessed the online platform or opened the app, you'll be given the option to enter an email or access code – choose email. Then tap Next



3

You'll then be asked to enter a few more details:

- First Name
- Last Name
- Organisation code
- Create a Password
- Repeat Password



4

Enter your details and the Organisation Code, then tap Sign Up. You'll then get access and be able to see all the Spark services and features available to your organisation.



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[Click here to download](#)

## Proposition Sales Aid

### Introducing Spark - the digital home for employee health and wellbeing from L&G

Say Hello to Spark, our digital tool that houses our rich and varied range of wellbeing services under one roof.

Spark provides a single point of access that empowers employees – and their immediate family – to take charge of their health and their physical, mental, financial and legal needs. And every employee of our UK Group Protection Policy holders will have access to it.

When people feel great, they do a great job.

Spark enables employers to offer a major perk to employees, which could enhance individual wellbeing and also positively impact business by reducing absence and improving employee satisfaction and retention.

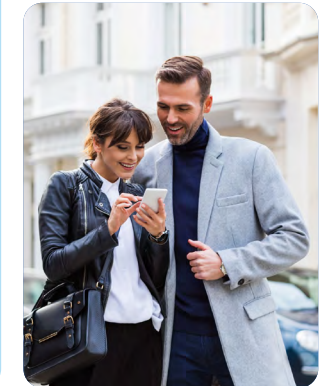
#### Spark offers:

- 24/7 access to support from one single entry point, including virtual GP and advanced nurse practitioners plus online physiotherapy (8am to 8pm Monday to Friday).
- Expert telephone counseling service available 24/7
- A guided online journey for health services to get users to what they need, fast.
- Children's mental health assessments and support.
- Digital cancer risk assessment and expert nurse support for those living with cancer.
- Second medical opinion on a diagnosis or treatment, providing peace of mind.
- Support with long term health conditions like type 2 diabetes, stroke, MS, long covid, rheumatoid arthritis, heart health and menopause.
- A rich source of wellbeing resources – nutrition planning, fitness tracking, self-guided meditation, wellbeing podcasts and digital gym.
- Support understanding, finding and funding adult care services for employees and their immediate families.
- Expert financial and legal information service through dedicated helplines.

#### How does it work?

Employees can take charge of their wellbeing from a single access point on their phone, laptop or desktop. A guided online journey will give them simple, speedy access to a comprehensive suite of health and wellbeing services, to support a range of physical, mental, family, financial and legal needs – all in one place.

It means employees and their immediate families can get to the support they want, faster and make informed decisions about their health and wellbeing.



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[Click here to download](#)

## 1. How do employees access Spark?

Spark can be accessed via the updated Spectrum.life app or online at [landg.spectrum.life](http://landg.spectrum.life). All employees will need to register to use **Spark** using an email address and an organisation code. The organisation code to use is your L&G policy number. If you have several policy numbers you can use any one.

[You can find out more here](#)

## 2. How can I find out what my policy number is?

The policy number should be on the documents you receive from us when confirming cover. You can also ask your intermediary for your policy number. If you don't have an intermediary, contact us at [customer.relationships@landg.com](mailto:customer.relationships@landg.com). If you have more than one group protection policy with us, you can use any of the policy numbers.

## 3. Can my employees' family access Spark's health and wellbeing services?

Yes – the majority of services are available to your employees' immediate family. As there are certain services that have restrictions, please refer to our guides for details of the immediate family that can use each of the services included.

## 4. How can employees' immediate family access the services they're eligible for?

Eligible dependants aged over 16 can access Spark by registering with their own email and your organisation code. They can then create a password and set up their own account.

## 5. What are the password requirements for Spark?

The password should contain:

- at least 10 characters
- at least one uppercase letter
- at least one lowercase letter
- at least one number
- at least one special character

## 6. Will employees need to provide ID?

Employees will need to provide one form of photo ID when they first book a GP or physio appointment. This can be a valid passport, driving licence, National ID Card or a photo of their birth certificate.

## 7. Can employees use the Virtual GP service while abroad?

Yes, employees can access Virtual GP and Online Physio services while travelling outside the UK or residing in the Republic of Ireland or other non-UK countries (excluding the USA and Canada). However, in these cases, the service is limited to advisory support only – prescriptions and referrals are not available.

## 8. Are the clinicians fully qualified and regulated in the UK?

Yes. All Virtual GPs are NHS-trained and registered with the General Medical Council (GMC). Advanced Nurse Practitioners and Physiotherapists are registered with the Health & Care Professions Council (HCPC), ensuring they meet UK clinical standards.

## 9. Will Spark clinicians share information with the employee's NHS GP?

During a Virtual GP consultation, the clinician will ask for consent to share the consultation details with the employee's NHS GP. If consent is not given, this may limit the ability to issue sick notes or prescriptions.

