



Spark Warm-Up Communications Pack



Spark is nearly here!

It's not long before **Spark**, the brand-new digital hub for L&G's health and wellbeing services – goes live!

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:

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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

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 trail 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 unique code from our microsite in preparation for launch day. The microsite will be available mid-June.

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 (or re-register) for Spark using our registration one-pager.
- **Brochureware:** Upload the brochureware (available mid to late June 2025) to the relevant place in your organisation and inform employees of its availability.
- **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 (available mid-June 2025).
- **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](#)

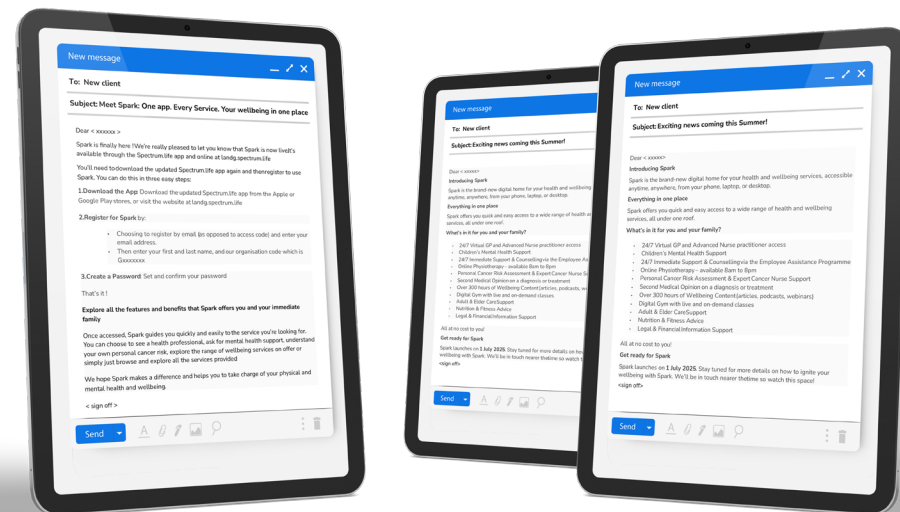
Email Teaser 2: Spark is almost here! This email serves as a reminder that Spark is on its way. [Click here](#)

Launch Email: The big reveal! We have three versions of this email tailored to how your employees will register:

- **Launch Email for New Clients:** If you are a new client, here's how you can get your employees started with Spark. [Click here](#)
- **Launch Email with Unique Code:** If your employees have a unique code to register with Spectrum.life, this email will guide them through the process. [Click here](#)
- **Launch Email with "Be Well" Code:** For employees accessing Spectrum.life using the "Be Well" code, this email provides all the necessary steps. [Click here](#)

Intranet Copy

We've also prepared three versions of intranet copy, again depending on how your employees currently access or register for the Spectrum.life app or platform. All versions are contained in one document: [Click here](#)



Teaser Poster & Screensaver

Teaser Poster

A vertical poster with a white background. At the top left, the text 'Wellbeing, unlocked. All our services on One App.' is written in a large, blue, serif font. To the right of this text is the L&G logo, which consists of a small rainbow umbrella icon above the letters 'L&G'. Below the main text, there is a section titled 'Introducing Spark – your new digital home for health and wellbeing.' followed by a bulleted list of services: '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', and 'Cancer risk assessment'. At the bottom of the poster, there is a photograph of a woman and a young girl sitting in a field of tall grass, looking at a smartphone together. Overlaid on the bottom right of the photo is a blue curved banner with the text 'LAUNCHING SUMMER 2025 Spark' and 'One App. Every Service. Employee wellbeing in one place.' in white. At the very bottom right, in small text, is 'BH4273 06/25'.

Wellbeing, unlocked.
All our services on One App.

L&G

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

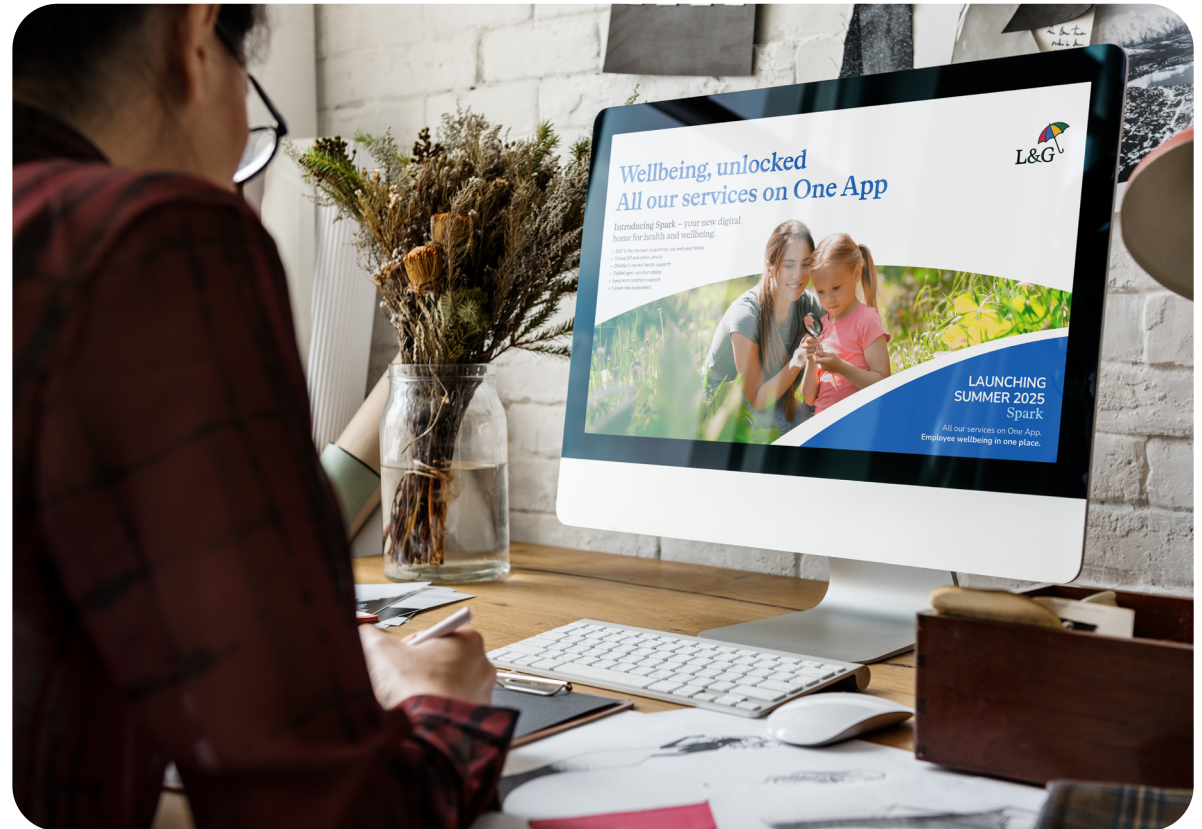
- 24/7 in the moment support for you and your family
- Virtual GP and online physio
- Children's mental health support
- Digital gym, nutrition advice
- Long term condition support
- Cancer risk assessment

LAUNCHING SUMMER 2025 Spark
One App. Every Service.
Employee wellbeing in one place.

BH4273 06/25

[Click here to download](#)

Teaser Screensaver



[Click here to download](#)

Teaser Video



[Click here to download](#)

Re-Registration Guide & Proposition Sales Aid

Re-Registration Guide

Spark – User log in / registration journey



1

From 1st July employees can update or download the Spectrum.Life app. They can also access Spark at landg.spectrum.life



2

Once downloaded they're presented with an option to enter an email or access code. They should pick email. Employees who have previously accessed using the Be Well code can enter any email address they want to register with. Employees who registered using a unique company code, should use the email address they originally registered with. Then hit Next.



3

Employees who previously registered using a unique company code should now enter the password that they originally registered with, and will get instant access to all the Spark services. Those who previously accessed the app with the Be Well code will be presented with more details to enter, as follows:

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

4

They should enter the details and the organisation code and then hit 'Sign Up'. They will then get access and can see all the new Spark services and features allocated to their organisation.



[Click here to download](#)

Proposition Sales Aid

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

Say Hello to Spark, our new 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, with a wider range of services than before. 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.



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 everyone can get to the support they want, faster and make informed decisions about their health and wellbeing.



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).
- A guided online journey for health services to get users to what they need, fast.
- Children's mental health assessments and support.
- 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, and rheumatoid arthritis.
- 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.

New services:

- Individual cancer risk assessment and expert nurse care for those living with cancer.
- Long term condition support for heart health and menopause.



BH4252 05/25

[Click here to download](#)

1. How do employees access Spark?

Spark is the name for our rich range of health and wellbeing services and can be accessed via the updated Spectrum.life app or online at landg.spectrum.life. from 1 July 2025. All employees will need to register to use **Spark** using an email address and an organisation code. The organisation code to use from 1 July 2025 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 do employees access Spark if I have a unique url and code?

If you currently have your own unique url and organisation code, any of your employees who have already registered for the EAP app and portal provided by **Spectrum.life** will be able to access **Spark** instantly by signing in using their registered email and password via the updated app or at [landg.spectrum.life](#).

[You can find out more here](#)

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

Your intermediary should be able to let you know what your policy number is. If you don't have an intermediary, contact us at customer.relationships@landg.com. If you have more than one policy with us, you can use any policy number.

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

Yes – the majority of services are available to your employees' immediate family. Immediate family includes partner, spouse or registered civil partner and children. The eligibility ages for children will vary depending on which service is being used.

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

Any dependants over 16 can download the app, register with their own email and the employee's organisation code. They can then create a password and set up their own account.

6. Can employees use Spark services 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.

7. As the Virtual GP and the online physio services have moved from Teladoc to Spectrum.life, what should employees do if they have an existing appointment with a Teladoc clinician after 1 July?

Please reassure any of your employees in this situation that their appointment and treatment will be honoured and will go ahead. Please ensure that you tell your employees who use Teladoc services that they will need to delete the Health 365 app from 1 July.

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

