



HBF provider pack: telehealth



Occupational Therapy
Social post and eDM copy/instructions

Social media post options

Instructions for organic Facebook post	<ol style="list-style-type: none">1. Go to create post2. Copy and paste the below link into the post and the link preview image will appear. 3. Backspace to delete the URL link copy.4. Copy and paste the below post copy into the post.5. Optional: tag @hbfhealth6. Post
Post copy	Want treatment at home? Eligible HBF members can claim temporary benefits on certain Occupational Therapy services delivered via telehealth. Visit HBF's website or call 133 423 to find out more and if you're eligible. T&Cs, waiting periods and annual limits apply.
Link	https://www.hbf.com.au/members/useful-articles/telehealth-treatments

Instructions for organic Instagram post	<ol style="list-style-type: none">1. Go to new post2. Attach image below to post3. Copy and paste below copy4. Optional: tag @hbfhealth5. Post
Post copy	Want treatment at home? Eligible HBF members can claim temporary benefits on certain Occupational Therapy services delivered via telehealth. Visit HBF's website or call 133 423 to find out more and if you're eligible. T&Cs, waiting periods and annual limits apply.
Image (attached to email)	

eDM

Instructions	Please use the below for each element of your eDM.
Subject line	HBF member update: telehealth
Header	Eligible HBF members can now claim temporary benefits for certain telehealth services
Body	<p>Are you an HBF health member? Depending on your cover, you may be eligible to claim temporary benefits for certain Occupational Therapy services delivered via telehealth</p> <p>If you're eligible, benefits are payable on individual treatments that run for at least 45 minutes for an initial consultation or at least 20 minutes for a subsequent consultation. Some exclusions such as group consults and classes apply.</p> <p>To find out more, and for full terms and conditions, click here or call us on 133 423 to speak with an HBF team member.</p>
Call to action link	<u>Find out more</u> https://www.hbf.com.au/members/useful-articles/telehealth-treatments
Image (attached to email)	