



Engagement Emails for Practitioners



Email 1

Why to send this email:

This email is a great way to introduce Psych Hub and provide instructions for creating an account.

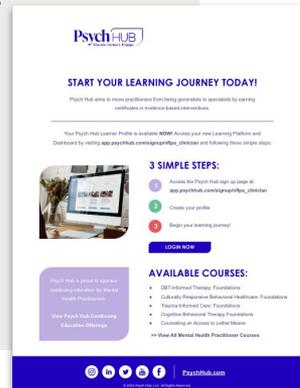
When to send this email:

As soon as you want your providers to start using Psych Hub!

What to attach to this email:

Consider attaching the login instructions overview.

Don't forget to add your organization's custom sign up link to Step 1!



SUGGESTED EMAIL COPY

Subject: Get Trained in Evidence-Based Interventions with Psych Hub

Hi <first name>,

<Company> is committed to supporting your efforts to meet today's increasing mental health challenges. We are pleased to offer Psych Hub, an on-demand platform of evidence-based education for practitioners. If you're looking to hone your skills to better support clients and specialize your practice while meeting CE requirements, Psych Hub is a great resource for you.

We're excited for you to start specializing your practice! Your Psych Hub learner profile is ready for you to set up. Here's how to do it:

1. Go to the sign up page at app.psychhub.com/signup/CUSTOM.
2. Create your profile by following the prompts.
3. Begin your learning journey!

If you're wondering where to start, check out the attached for some of the top courses in the Psych Hub platform.

We are looking forward to helping you prioritize evidence-based intervention training.

Email 2

Why to send this email:

This email helps remind providers to create their Psych Hub account.

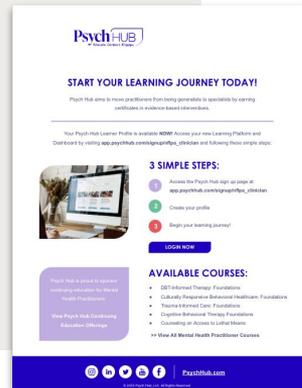
When to send this email:

You could send this email 1 week after the initial intro email.

What to attach to this email:

Consider attaching the login instructions overview.

Don't forget to add your organization's custom sign up link in the first paragraph!



SUGGESTED EMAIL COPY

Subject: Don't forget to create your Psych Hub profile

Hi <first name>,

Have you had a chance to create your learner profile on Psych Hub yet? If not, you can do so by clicking this link: app.psychhub.com/signup/CUSTOM.

After a quick profile set up, you'll be able to jump right in and explore all Psych Hub has to offer. The platform is full of evidence-based, clinically sound, and culturally relevant education and training opportunities designed for practitioners. You can take CE courses on a variety of specific interventions, symptoms, communities, and ages. Psych Hub also includes resources and tools you can share with clients to complement treatment between sessions.

Why are we offering Psych Hub as a resource? We know that when practitioners use evidence-based interventions, everyone wins.

- You can help clients achieve symptom reduction in fewer sessions.
- You'll experience less stress and better job satisfaction.
- Clients avoid entering the greater healthcare system.

Create your Psych Hub learner profile and start using evidence-based interventions today.

SUGGESTED EMAIL COPY

Email 3

Why to send this email:

This email gives an overview of what providers can expect to see and learn in Psych Hub.

When to send this email:

You could send this email 1 month after the initial intro email.

What to attach to this email:

Consider attaching the Psych Hub for Practitioners overview.

Don't forget to add your organization's custom sign up link in the first paragraph!



Subject: How to specialize your practice with Psych Hub

Hi <first name>,

Don't forget about your complimentary access to Psych Hub's evidence-based courses and content. If you haven't created your learner profile yet, you can do it at this link: app.psychhub.com/signup/CUSTOM.

The Psych Hub platform is full of on-demand resources that empower you to understand and apply evidence-based interventions to achieve better outcomes and higher client engagement.

When you complete Psych Hub's coursework and post tests, you will also earn Psych Hub Verification to further demonstrate your expertise in areas such as:

- Utilizing interventions like CBT, DBT ACT, TIC and MI
- Treating symptoms including depression, anxiety, insomnia and more
- Working with communities such as BIPOC, Veterans, Caregivers, LGBTQ+ and others
- Helping young children, adolescents, older adults and other age groups

There is so much to discover in the Psych Hub platform! We are excited for you to embark on your learning journey. Be sure to let us know what you think of this resource once you've had a chance to check it out.

SUGGESTED EMAIL COPY

Subject: Why you should get trained in evidence-based interventions

Hi <first name>

If you're like most mental health practitioners, the majority of your postgraduate learning and other training has been focused on theoretical approaches. Yet, today's mental health care consumers need specialized approaches for effective symptom reduction and ongoing support. That's why we have partnered with Psych Hub to provide on-demand access to evidence-based intervention training.

Using Psych Hub's on-demand resources to enhance your knowledge and application of evidence-based practices can help you:

- Improve treatment outcomes
- Attract best-fit clients
- Foster client engagement
- And more

If you still haven't checked out Psych Hub yet, it's not too late. Click this link to create a profile and start exploring: app.psychhub.com/signup/CUSTOM.

Email 4

Why to send this email:

This email discusses the benefits of evidence-based training.

When to send this email:

You could send this email 3 months after the initial intro email.

What to attach to this email:

Consider attaching the Why Prioritize Evidence-Based Training overview.

Don't forget to add your organization's custom sign up link in the last paragraph!



SUGGESTED EMAIL COPY

Email 5

Why to send this email:

This email checks in with providers and provides specific suggestions for how start learning with Psych Hub.

When to send this email:

You could send this email 6 months after the initial intro email.

What to attach to this email:

Consider attaching the FAQs.



Subject: Are you enjoying Psych Hub?

Hi <first name>,

We hope you are enjoying learning more about specialized evidence-based interventions with Psych Hub.

Whether you're listening to podcasts, watching videos, reading articles, or taking courses on the platform, we'd love to know what you think. Please feel free to share your thoughts with us.

Want to take courses but not sure where to start? We suggest beginning with Cognitive Behavioral Therapy Foundations: A Skills Based Approach. This course provides a solid baseline understanding you can enhance with further learning on specific topics.

Enjoying what you see but still have some questions? Psych Hub has provided the attached list of frequently asked questions to keep you in the know.

We applaud your commitment to supporting better treatment outcomes by prioritizing education.