

Reminder Emails				
Trigger/initial event that will set workflow into motion	When	How often does it occur	Content - ALL EMAILS HAVE TO HAVE UNSUBSCRIBE OPTION	Email Subject Line
Abandoned healthy aging assessment/or registered but didn't start healthy aging assessment	48 hours later	2 times	You've registered with AVOID Frailty but haven't completed the Healthy Aging Assessment. That means you're missing out on your personal report. The report will provide you with valuable information about your frailty status and give you recommendations about what you can do within the program to improve your health. Log back in www.HealthyAgingCentres.ca and continue where you left off. Get to the good part! If you have any questions, please let us know. 613-549-6666 ext 2834	Get your personal report
Inactive registered user	14 days	2 times	Just checking in to see how you've been. We don't want you to miss out on the programs and resources that other older adults have been using. Visit www.healthyagingcentres.ca and be part of a growing community who is taking control of their health.	We've missed you!
Signed up for a program (has a date)	2 days before	1 time	This could be manual	
Created an action plan	one week later	1 time	How has your week been? Did you do what you committed to? Don't forget to sign back into your account at HealthyAgingCentres.ca to submit your weekly action plan . It will show up in your logged accomplishments. If things didn't go as planned, that's okay too! Maybe you want to edit your weekly plan to something more attainable.	Time to Submit your Action Plan
Been 3 months since healthy aging assessment was completed	3 months from health assessment submission	1 time	Hello, It has been 3 months since you completed AVOID Frailty's Healthy Aging Assessment. We hope you are enjoying the program. We would like to see if the program has supported you in uptaking healthy behaviours. When you have a minute, please fill in the health-related behaviours and lifestyle section of the assessment, which should take less than 5 minutes. This will also allow us to display for you, your healthy aging progress. Please log into your account at your convenience. www.HealthyAgingCentres.ca	Healthy Aging Survey - Have you been supported?

Motivational Nudges				
Trigger	When	How often does it occur		
Completed Assessment	right away	1 time	Welcome to the AVOID Frailty for Healthy Aging program. Thanks for completing the healthy aging assessment. Have you had a chance to see your frailty status and report with personalized recommendations? If you're not sure where to start, some people have found that going through the Ingredients for Change education module is a good place. It will help you create behaviour changing goals and build habits for healthy aging. Everything within this program is free for you. Tour the site and let us know if you have any questions. We can't wait to follow your healthy aging journey!	Welcome to AVOID Frailty
Check-in	one month after registration	1 time	very brief satisfaction survey	Is the AVOID program helping you to reach your goals? Which feature do you consider the most valuable? If there was a new feature you could suggest, what would it be and why? How often do you go to the AVOID website?
Submit a program (community library)	right away	1 time	Thanks for submitting a program to the Community Library. Hopefully other users of AVOID will also find this program useful. Check back in 2 weeks to see this new program added.	Thank you!
Notification Emails (bulk)				
New Ask An Expert Event	7 days before submit deadline	1 time	We have an AVOID Expert waiting for your questions. Submit a question within the next 7 days and then check back at the end of the month to see all of the answers.	AVOID Expert on deck
New content available	day available	1 time	program, ask an expert answers, event added	New Content!