

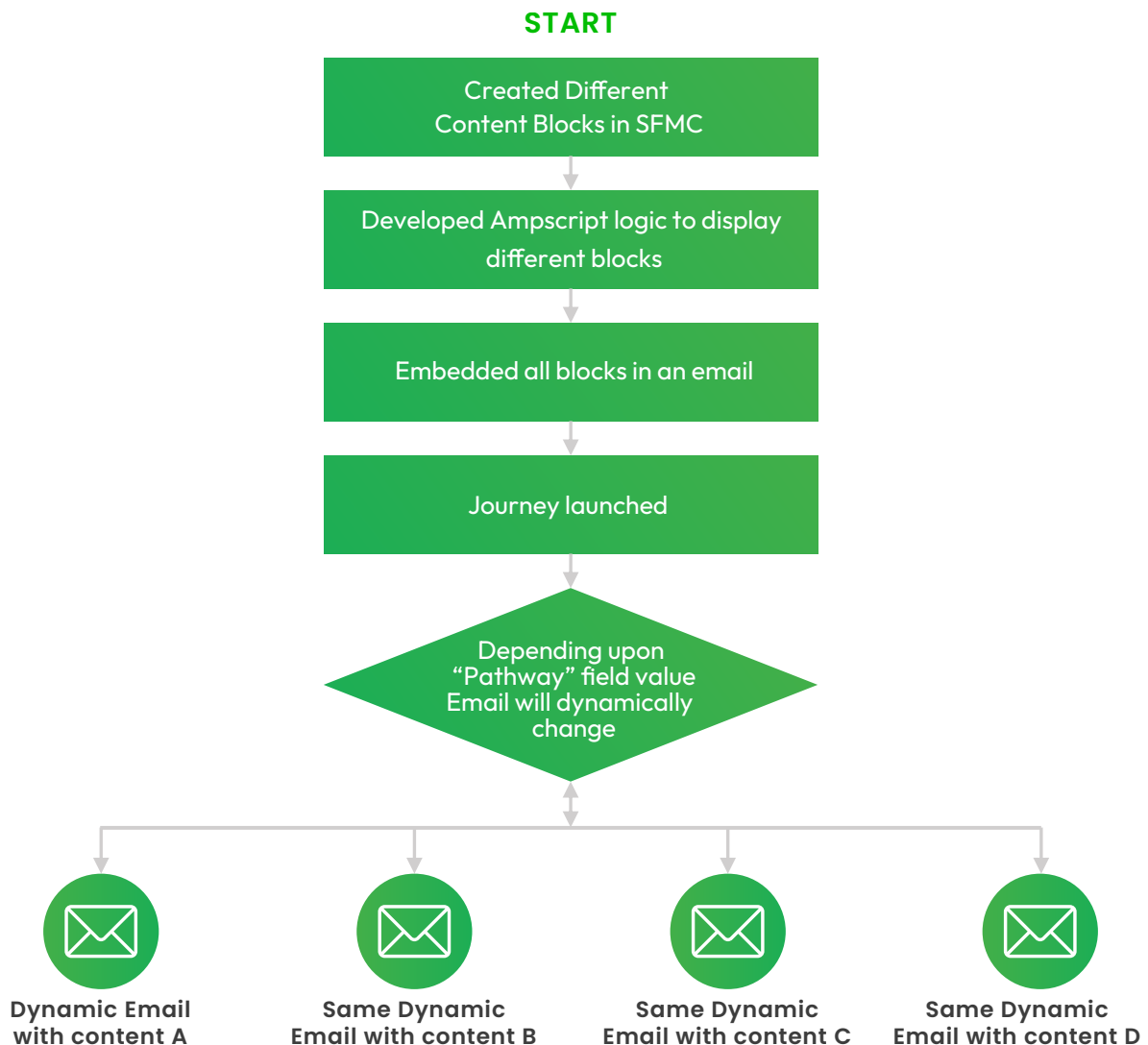
# SALESFORCE MARKETING CLOUD EMAIL CAMPAIGN

Process Flow

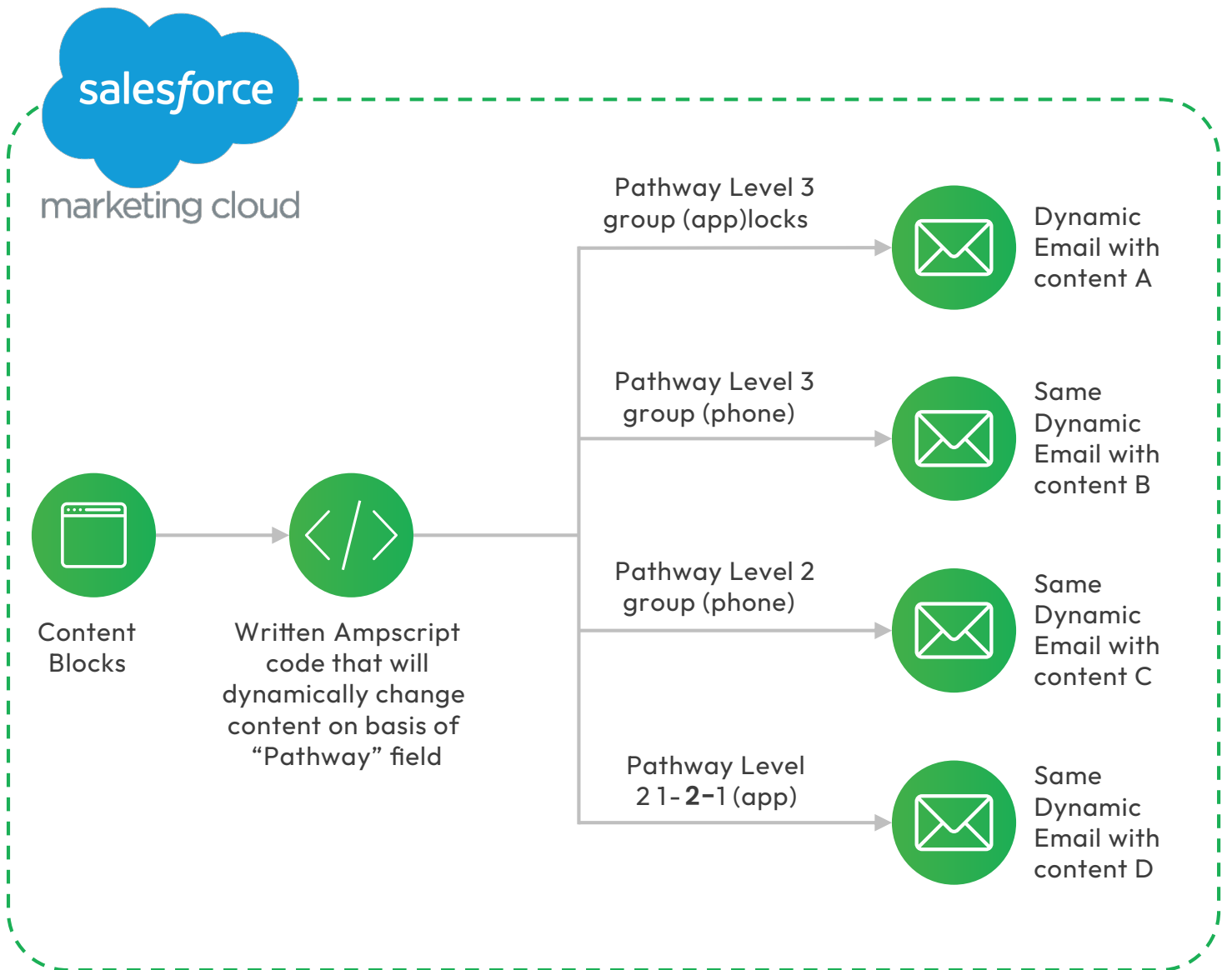
System Architecture

Content Blocks Screenshot

Ampscript Screenshot



# System Architecture



# Content Blocks Images

Pathway Level 3 group  
(app) locks



The start of your journey. On %s=@(NextAppointmentDate)=%, one of our expert coaches, %s=@(CoachName)=% will call you for approximately 30 minutes. During this call they will explain the programme, help you choose your health goals and put together a plan for you. You will then be booked in for your first of six group sessions led by another of our expert coaches. You will be able to select a daytime that works best for you.

Personalised coaching: As a peer group, you will have six sessions in total with your coach to support you with your goals and lifestyles changes and provide personalised coaching. There will be plenty of opportunity for questions and answers, and to chat to your peers on the programme. You need to attend at least one group session a month to avoid being discharged from the programme.

Learning content: New helpful resources will be unlocked weekly on Oviva Learn! You will receive regular email updates about new videos, podcasts, recipes, quizzes, which are all written by our specialist dietitians and psychologists. These will support you to create new healthier habits for both your body and mind.

Track your progress: Using the Oviva app you can track your weight, food intake, activity, mood, blood pressure and blood glucose! This is a great way to keep motivated and see your progression as you make your way through the programme. Your coach can monitor your progress and provide tailored feedback.

## Content Block A

Pathway Level 3 group  
(phone)



The start of your journey. On %s=@(NextAppointmentDate)=%, one of our expert coaches, %s=@(CoachName)=% will call you for approximately 30 minutes. During this call they will explain the programme, help you choose your health goals and put together a plan for you. You will then be booked in for your first of six group sessions led by another of our expert coaches. You will be able to select a daytime that works best for you.

Personalised coaching: As a peer group, you will have six sessions in total with your coach to support you with your goals and lifestyles changes and provide personalised coaching. There will be plenty of opportunity for questions and answers, and to chat to your peers on the programme. You need to attend at least one group session a month to avoid being discharged from the programme.

Learning content: New helpful resources will be unlocked weekly on Oviva Learn! You will receive regular email updates about new videos, podcasts, recipes, quizzes, which are all written by our specialist dietitians and psychologists. These will support you to create new healthier habits for both your body and mind.

Track your progress: You will be able to track your progress in the Oviva app. Did you know that evidence shows that those who self-track are more likely to have better results? There are lots of helpful tools in the Oviva app to help you on your journey.

## Content Block B

Pathway Level 2 group  
(phone)



The start of your journey. You are booked on the group pathway with the first 2 sessions on %s=@(NextAppointmentDate)=% with one of our expert coaches, %s=@(CoachName)=%.

Personalised coaching: As a peer group, you will have six sessions in total with your coach to support you with your goals and lifestyles changes and provide personalised coaching. There will be plenty of opportunity for questions and answers, and to chat to your peers on the programme. You need to attend at least one group session a month to avoid being discharged from the programme.

Learning content: New helpful resources will be unlocked weekly on Oviva Learn! You will receive regular email updates about new videos, podcasts, recipes, quizzes, which are all written by our specialist dietitians and psychologists. These will support you to create new healthier habits for both your body and mind.

Track your progress: You will be able to track your progress in the Oviva app. Did you know that evidence shows that those who self-track are more likely to have better results? There are lots of helpful tools in the Oviva app to help you on your journey.

## Content Block C

Pathway Level 3-12-1  
(app)



The start of your journey: You will begin app coaching with %s=@(CoachName)=%, one of our expert coaches during the week starting %s=@(CoachingStartDate)=%. Keep an eye out for their first message next week. In week 1, your coach will explain more about the programme, help choose your health goals and put together an action plan for you.

Personalised coaching: You will have weekly coaching via app messaging for the first month of the programme, followed by 8 weeks of self-directed learning to give you an opportunity to build healthier habits. During this period your coach will check-in with you from time to time via app messaging to offer support and motivation. At week 12, you will have a final check-in with your coach to see your progress and to make a plan together for the future. If you feel confident enough to have less frequent check-ins then you can discuss this with your coach. We will tailor your journey so that it suits you.

Learning content: New helpful resources will be unlocked weekly on Oviva Learn! You will receive regular email updates about new videos, podcasts, recipes, quizzes, which are all written by our specialist dietitians and psychologists. These will support you to create new healthier habits for both your body and mind.

Track your progress: Using the Oviva app you can track your weight, food intake, activity, mood, blood pressure and blood glucose! This is a great way to keep motivated and see your progression as you make your way through the programme. Your coach can monitor your progress and provide tailored feedback.

## Content Block D

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VAR @pathway
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set @rows = LookupRows("ENT.Account_Salesforce","PersonContactId", @PersonContactId)
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set @Name = field(@row,"Name")

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Set @ownerid = field(@row,"OwnerId")

set @Id = field(@row,"Id")

]%% -->
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if @rowCount > 0 then
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## Content Blocks Images