In-app Eligibility
Getting started with Ginger has gotten easier

ginger

Summary
Ginger provides on-demand mental healthcare for anyone, at any time, from anywhere. With the launch of in-app eligibility, new members signing up for the Ginger app have a faster way to access immediate, personalized, confidential support. In-app eligibility allows employees and their dependents to verify their eligibility seamlessly within the app at the point of sign-up.

What does this mean for new members?

- **Faster onboarding for employees.** Employees can validate their eligibility directly in the app via three frictionless options - providing their work email address, personal information, or an access code if available.
- **Easier for dependents to get started.** Dependents can validate their eligibility directly within the app just as employees can - no referral required. Alternatively, employees can send a referral to their dependents via the app by simply providing their dependents' email address.
- **Immediate access to care.** With faster eligibility validation, members can get to care faster - whether that's connecting with Ginger's care team or exploring self-care content.

FAQs

1. **When is this launching?**
   In-app eligibility will be available to all new Ginger members by the end of August 2020.

2. **Will all members experience in-app eligibility?**
   No - just members registering for Ginger for the first time. Once members have registered, they don't need to verify their eligibility again.

3. **How will an employee validate their eligibility?**
   Employees will have up to 3 options to verify their eligibility. They can either provide:
   - Work email address, or;
   - Name, date of birth, zip code, and preferred email address, or;
   - Access code (only applicable if a unique code was previously sent but has not been claimed yet).

4. **How will a dependent validate their eligibility?**
   Dependents age 18+ can verify their eligibility by providing the eligible employee's personal information (name, date of birth, and zip code), along with the dependent's own preferred email address. Alternatively, employees can send a referral to their dependent via the app by providing their dependents' email address, and a welcome email with a magic link to register will be sent to the dependent.

5. **What happens after a member validates their eligibility?**
   If Ginger is able to verify their eligibility, they'll receive an email from Ginger within an hour with a magic link into the app or a unique code to enter, so they can finish the sign-up process.