

For brokers and producers only

Date: September 3, 2020

Markets: All (except Medicare Supplement)

Targeted Member Care Reminders Campaign Update

This month, we are sending targeted member communications to reinforce the importance of preventive care and remind members to schedule their recommended screenings, immunizations and exams. Many of these services are covered at no cost.

Member communications

- A personalized care reminder will be mailed in September to approximately 300,000 members whose claims data indicate they are appropriate for at least one of the six health measures. The communication will be sealed in an envelope for privacy.
- There are two versions of the mailer—one for our commercial population and one for FEP members.
- Members who have provided their email address and e-consent will receive an email in September directing them to log in to My Account to view their personalized care reminders.

Sample materials will be provided before the campaign launches.

For more information

If you have any questions, please contact your broker sales representative.