

For brokers and producers only

Date: September 17, 2020

Markets: All (except Medicare Supplement)

Targeted Member Care Reminders Campaign Update

As recently communicated, later 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 to approximately 262,000 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](#) directing them to log in to My Account to view their personalized care reminder. The email will be sent later this month to approximately 131,000 members.

For more information

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