

Individual, Large Group, Small Group | CO, CT, GA, IN, KY, ME, MO, NV, NH, NY, OH, VA, WI

# New member confirmation email promotes digital tools

October 22, 2021

We've created a new enrollment confirmation email that encourages members to register for an online account through our website or the Sydney<sup>SM</sup> Health mobile app before their plan's effective date. The email will launch later this year and will also promote the use of our digital tools and paperless communication. We'll send the message within six days after members complete their enrollment.

- Non-registered members will receive a personalized URL that allows them to register early without their ID card.
- Individual members will receive info on setting up Auto-Pay and the timeframe they have to change their mind on keeping the plan.
- Members who have not chosen paperless for ID cards will get info on how to change their preferences.

This email improves the member experience by combining the current Secure Registration and No More Cards emails.

Please contact your sales representative for more information.