



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

# Promotion for paperless communications starts in March

March 9, 2022

We have an always-on campaign to encourage members to choose paperless communication. Once a year we run an additional campaign for members who have not made the switch. We're starting that effort soon. It's a proactive way to encourage real-time connections with our members.

Paperless communication is a simpler, more effective way for members to receive important information from us. We send email alerts when there's new information, such as an EOB or a benefit update. They can then review the details on our mobile app or at [anthem.com](https://www.anthem.com/) (<https://www.anthem.com/>).

We'll send an email March 10 telling targeted members that we'll switch them to paperless communication in 30 days and give them an option to decline. If they do not decline, we'll send them an email a month later to confirm their switch to paperless notifications. If they don't open the second email, we'll mail them a postcard with the same information.

Please contact your Anthem representative for more information.