



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

# Large Group client retention campaign continues

March 16, 2022

We are continuing our Large Group client campaign in 2022. The campaign follows clients through their plan year with timely, relevant messages ([https://file.anthem.com/Existing\\_client\\_campaign\\_sample\\_Anthem.pdf](https://file.anthem.com/Existing_client_campaign_sample_Anthem.pdf)) to welcome, onboard, and renew existing clients. Most employers who responded to our survey view these email communications as valuable.

In the first month of their plan, we send new clients a welcome message and send renewing clients a thank you message. We include links to resources with both messages. In the eighth month of their plan, we send clients a reminder that their renewal is coming soon and links to resources to help them prepare. In the ninth month, we send a series of messages about the value of additional products from Anthem. We do not send messages to special account clients.

Please contact your Anthem representative if you would like more information.