

For brokers and producers only

Date: July 26, 2021

Markets: All (except Medicare Supplement, Medicaid)

New Day Campaign Launching for Members

For the fourth year, we're launching Care Reminders, a targeted member campaign reinforcing the importance of preventive care and reminding members to schedule their recommended screenings, immunizations and exams.

Targeted Communications

Teaser - New this year, we're sending members in all segments (commercial, FEP, Medicare Advantage and D-SNP) a teaser postcard or email. It launches early next month and alerts them about the main communication arriving a few weeks later.

Landing Pages

- **Teaser** (commercial members only) – This page is designed to encourage e-consent and provide more details about the importance of screenings. It also allows us to track member engagement through the URL, www.carefirst.com/newday (available next month).
- **My Account** – Commercial and Medicare Advantage members will see this page when they log in. It reinforces the importance of viewing their personal screenings list and offers a direct link to their screenings list while allowing us to track open rates and other metrics.

Core Communications

- **Email Campaign** – Targeted emails will be sent to commercial members based on their response to the emails they received: opened and clicked on the call to action; opened and did not click the call to action; and did not open the email. Based on these actions, we will send additional, action-specific emails to improve engagement.
 - Medicare Advantage members who provided e-consent will receive two emails directing them to My Account.
 - MA, FEP and D-SNP are not part of the targeted email campaign. FEP and D-SNP are only receiving print communications.
- **Print Campaign** – All segments
 - A personalized care reminder will be mailed to members identified as having gaps in care for up to six measures.
 - The mailers are sent in sealed envelopes for privacy.
 - There are four versions of the mailer – one each for commercial, FEP, Medicare Advantage and D-SNP.

The Numbers

Segment	Email	Print
Commercial	118,928	237,967
FEP	N/A	88,595
Medicare Advantage	1,058	957
D-SNP	N/A	6,882

Link to Materials

Check out [sample materials](#) for the New Day theme.

We look forward to sharing the analytics with you later this fall.

For more information

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