**Ready-to-send email:**

* **Note: The Vori Health benefit referenced in this email content is included with 2024 and 2025 Fully Insured commercial group health plans. It is a buy-up benefit for Self-Funded groups. Please refer to your plan contracts to confirm benefit eligibility prior to sending to employees.**

**Subject line: Virtual physical therapy for back, neck and joint pain**

**Copy:**

Your physical and mental wellbeing is very important to us, and we want to make sure you’re getting the most value from your health plan through Excellus BlueCross BlueShield.

If you have ever had back, joint, or muscle pain, you know it can have big impacts on your quality of life. It is important to find the care that is right for you, so that you can help manage your pain or keep your condition from progressing to a need for surgery. In addition to their comprehensive network of local in-person providers (many of whom may offer telehealth care), Excellus BCBS is now offering virtual physical therapy (PT) for back, neck and joint pain through their partner, Vori Health.

**How does Vori Health work?**

Vori Health works by designing a treatment plan around you. By getting to know you, they can help get you back to living how you want.

1. First, you will have an hour-long initial consultation video visit with doctors and therapists specializing in muscle and joint conditions to capture a 360° view of your health.
2. Next, they will design a personalized treatment plan for you that can include physical therapy, a potential reduction or change in medication, inclusion of nutrition counseling, and/or healthy lifestyle coaching.
3. From here your integrated care team will help support and guide you through your treatment plan to achieve your goals.
4. Your treatment plan and any related exercise videos will be available to you 24 hours a day on the Vori Health website and their mobile app.

**Virtual PT visits with Vori Health may be covered in the following ways:**

If your doctor’s visits are subject to deductible, a telemedicine visit will be covered in full after you’ve met your deductible. If you pay a copay for your doctor’s visits, your visit will be covered in full from day one – meaning you will pay nothing out-of-pocket for your care. All benefits are subject to the terms of your plan.

To learn more about virtual options for physical therapy, including Vori Health, and to review your benefits, log in to your member account at ExcellusBCBS.com/Login.

[Signoff]

Vori Health is an independent company that offers virtual musculoskeletal (back, neck and joint) health care and physical therapy services to Excellus BlueCross BlueShield members.