**Ready-to-send email:**

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

**Copy:**

Our health plan provider, Excellus BlueCross BlueShield, has seen increases in outpatient surgeries, especially on hips, knees and other musculoskeletal (MSK) conditions.

If you have ever had back, joint, or muscle pain, we know it can have big impacts on your quality of life, so it is important to find the care that is right for you. Excellus BCBS is now offering virtual physical therapy (PT) for back, neck and joint pain their partner with 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 deductible. If your doctor’s visits are a copay with no deductible, your visit will be covered in full.

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

[Signoff]