**READY TO SEND EMAILS**

**EMAIL #1**

**Subject: Supporting you with the rising cost of health care**

**[Attached Member Care Management flyer]**

Dear team,

We understand that the rising cost of health care be a challenge for you and your family. As an Excellus BlueCross BlueShield member, you have access to the Excellus BCBS Member Care Management team. All at no cost to you.

The Care Management team can help by:

* Supporting you in managing chronic or high-cost conditions
* Connecting you with resources, education and community support
* Answering questions about doctors, care and coverage
* Offering specialized support for children’s health

Please see the attached flyer for more details.

Closing,

**EMAIL #2**

**Subject: Care Management Support**

Dear team,

The Excellus BlueCross BlueShield Member Care Management team is here for you, whether it’s a quick question, link to resources, or support with a serious health challenge. Care managers can help support members of all ages – from pregnancy to adulthood. **All at no added cost.**

Here are four ways they can help:

* **Care Coordination:** Your care manager works with a team of health care experts across many specialties to help you meet your health goals. They can also connect you with community organizations for additional support.
* **Chronic Condition Management:** Care managers can help to identify and overcome barriers to your health. They can provide education on tests and screenings so you can feel good about managing your illness.
* **Complex Condition Management:** By completing a health assessment, you’ll receive personalized outreach, support and ongoing guidance to stay on track with your care plan.
* **Behavioral Health Management:** For challenges like substance use disorder or mental illness, care managers can connect you with education, resources and supportive services.

You don’t have to face health challenges alone. To get started, contact Member Care Management at 1-877-222-1240 (TTY 711) or [Case.Management@Excellus.com](mailto:Case.Management@Excellus.com).

Closing,

**EMAIL #3**

**Subject: Care Management Support Team Available to you**

Dear team,

We want to remind you that as an Excellus BlueCross BlueShield member you and your family have access to care management support to help manage chronic or complex conditions, coordinate care and connect you with resources – all at no extra cost.

It could be as simple as assistance finding resources for a family member. Or as complex as an ongoing care plan for a chronic illness. No matter what you need, a team of experts is here to help:

* **Registered Nurses:** Provide care planning, education and emotional support to achieve your health goals.
* **Behavioral Health Care Managers:** Offer guidance and support for mental health or substance use challenges.
* **Registered Dietitians:** Share expert nutrition advice to support healthy eating and overall wellness.
* **Social Workers:** Provide tools and support to help resolve family or personal challenges.

When you need support, you have a team behind you. To get started, reach out to Member Care Management at 1-877-222-1240 (TTY 711) or [Case.Management@Excellus.com](mailto:Case.Management@Excellus.com).

Closing,