**Ready-to-send email:**

**Subject:** Don’t pass up on FREE preventive care.

**Copy:**

Happy Friday!

At any age, having a primary care provider (also called a PCP) is important to good health and that is because:

* They will become a champion for your health.
* You will build a trusting relationship where you can feel comfortable talking about health issues.
* Your provider really gets to know you through regular health checkups, so they can help catch problems early.

Studies also show that those engaged with a primary care provider have the ability to reduce health care costs.

Your Excellus BlueCross BlueShield plan includes FREE preventive care, screenings, and immunizations with a participating provider. To find participating providers you can go to [ExcellusBCBS.com/Find-A-Doctor](https://www.excellusbcbs.com/Find-A-Doctor).

**Looking for additional resources on PCPs?** Attached are tips on choosing the right primary care provider and a first visit checklist.

Have a great weekend,