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Email #1 — Preventive Care and Why It’s Important

Attachments: Annual Checkup Flyer, Preventive Care Checklists

*Subject Line Options:*

• Free preventive care services from Excellus BCBS

• Stay healthy with preventive care (it’s fully covered)

*Copy:*

Hi everyone,

Because we want all of you to be as happy and healthy as possible, we wanted to quickly highlight an important aspect of your plan that’s key to good health: preventive care.

The Centers for Disease Control and Prevention (CDC) estimates that more than 100,000 lives could be saved each year if everyone in the U.S. received recommended preventive care.

Preventive care consists of services that help catch potential issues early, before they develop into more serious health conditions. Things like routine checkups, screenings, and immunizations can fall under preventive care. **And preventive services are covered in full by our health plan.**

I’ve attached checklists to this email to help prioritize your preventive plan of action. Take a look and let me know if you have any questions.

*[Signoff]*

PS: Please note that while the actual preventive screenings are fully covered, they can lead to additional tests or treatment that may have applicable out-of-pocket costs.

Also, if you haven’t already, be sure to [create your Excellus BCBS online member account](https://member.excellusbcbs.com/login). You can download the member app and access convenient tools like spending trackers and more.

Email #2 — Preventive Care and HDHPs

Attachment: HDHP Prevent Health Flyer

*(Subject Line Options)*

• Is preventive care covered by my plan?

• Did you know preventive care is fully covered by your plan?

*Copy:*

Hi everyone,

I’ve recently gotten a few questions about how preventive care works with high deductible health plans (HDHPs).

Even if you have a deductible, **preventive services are still covered in full at no cost to you.** For example, things like annual routine checkups, well-child visits, immunizations, mammography, and much more are covered by high deductible health plans. For a full list of what’s covered and what you’re responsible for before meeting your deductible, [log in to or create your Excellus BCBS online member account.](https://member.excellusbcbs.com/login)

Your online member account also lets you track deductible and out-of-pocket spending, view a summary of your benefits, find a doctor, and more. It provides a lot of tools that can be really helpful in managing your costs, and setting it up only takes a few minutes. Just be sure to have your member card handy.

As always, keep the questions coming.

*[Signoff]*

PS: Please note that while the actual preventive screenings are fully covered, they can lead to additional tests or treatment that may have applicable out-of-pocket costs.

Email #3 — Overcoming Doctor Office Anxiety

Attachment: Anxiety Health Handout

*(Subject Line Options)*

• Tips for managing anxiety at the doctor’s office

• Don’t let anxiety get between you and your doctor

*Copy:*

Hi everyone,

Keeping up with routine preventive care appointments is key to staying healthy and can even be lifesaving. So we want to make sure there’s nothing between you and scheduling that next appointment.

There are lots of reasons people avoid going to the doctor. A big one is anxiety. White coat syndrome, or white coat hypertension, is when people get so nervous around doctors that it raises their blood pressure to artificially high levels. It’s pretty common — some studies estimate that it affects as many as 1 in 5 adults.

**If this sounds like you, check out the attached handout that provides some tips for managing anxiety about going to the doctor.**

Remember, nothing is more important than your health. And there’s nothing to fear about going to the doctor.

*[Signoff]*

P.S. If you haven’t already, be sure to [create your Excellus BCBS online member account.](https://member.excellusbcbs.com/login) You can download the member app and access convenient tools like spending trackers and more.