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

Attachments: Annual Checkup Flyer, Preventive Care Checklists, Member Insider

*Subject Line Options:*

• Free preventive care services from Excellus BCBS

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

*Copy:*

*Hi everyone,*

We want all of you to be as happy and healthy as possible, and preventive care is a big part of that.

Preventive care includes services that help catch potential issues early—before they become more serious. Things like routine checkups, screenings, and immunizations often fall under preventive care, and these services are covered in full by our health plan.

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

To help you understand what’s included, we’ve created a quick microlearning you can complete by clicking [here](https://share.articulate.com/jDfXt-wJMAUHj2wAh3cpc#/lessons/-c1rZiWpm_vuVt2LHfU5dnwuClxzYPPD).

I’ve also attached checklists to help you 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 – Incentivizing the preventive care

Attachments: Annual Checkup checklist, Annual Checkup flyer

*Subject Line:*

Earn $x by Participating in Our Wellness Program

*Copy:*

The primary goal of our company’s wellness program is to encourage healthy lifestyle habits, enable employees to maintain or improve their health and live happier lives.

We encourage all employees/all employees and spouses/employees and/or spouses to make time for your health and schedule an annual well visit with your Primary Care Physician (PCP).

Regular check-ups can help you:

* Discuss ways to maintain or improve your wellbeing based on your individual needs and medical history
* Catch potential issues before they become more serious and are easier to treat
* Keep up to date on life saving screenings

Schedule your well visit today! You can find a list of participating providers at: [www.ExcellusBCBS.com/FindADoctor](http://www.excellusbcbs.com/FindADoctor)

Employees with the company’s health insurance who complete an annual well visit from January 1 to December 31, YEAR, will earn [fill in the blank].

*[Signoff]*

Email #3 — Preventive Care and HDHPs

Attachment: HDHP Preventive 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 #4 — 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.