Email #1 – Get Started Online / Mobile App

*Subject:*

Get Started with Your Health Plan Online at ExcellusBCBS.com

*Copy:*

We want to share a few things that will help you get the most out of your health plan.

First, check out the Excellus BlueCross BlueShield website. Here you can find tools and resources to help you get the most out of your health plan.

Visit [ExcellusBCBS.com/Login](file:///\\W2Rshr02\Data\Marketing\Communications\~Digital%20Adoption\General%20Dig%20Adoption\Online%20Toolkit\Excellus%20BCBS_Online%20Member%20Toolkit\ExcellusBCBS.com\Login) to get started.

When you register for a new account or login with an existing one, you will gain access to your benefits and coverage 24/7. Plus, you can:

* View or order Member Cards
* Find Doctors who participate with your plan
* View deductibles, spending and claims
* Estimate medical costs\*
* Access statements, forms and documents
* Choose opt-in for paperless delivery (e.g. monthly health statements)

Also, the [Excellus BCBS mobile app](http://www.excellusbcbs.com/app) offers on the go convenience and access.

All you have to do is login to get started and access your health plan online! The ExcellusBCBS.com Quick Start Guide is available if you need help. Of course, I’m always here if you have any questions.

\*Network coverage may vary based on your plan. Estimate Medical Costs tool may not be available to all plans.

Email #2 – Don’t Forget to Sign up

*Subject:*

Don’t forget to sign up for your Excellus BCBS account.

*Copy:*

One of the features I like about our Excellus BlueCross BlueShield health plan is that every employee has access to their own online member account. It’s easy to get started, and they’ve also provided us with this Quick Start Guide and [How-to Video](https://www.youtube.com/watch?v=ZkY5qsh1L4s).

Visit [ExcellusBCBS.com/Login](file:///\\W2Rshr02\Data\Marketing\Communications\~Digital%20Adoption\General%20Dig%20Adoption\Online%20Toolkit\Excellus%20BCBS_Online%20Member%20Toolkit\ExcellusBCBS.com\Login) to get started.

After you sign up, you’ll be able to:

* View or order Member Cards
* Find Doctors who participate with your plan
* View deductibles, spending and claims
* Estimate medical costs\*
* Access statements, forms and documents
* Choose opt-in for paperless delivery (e.g. monthly health statements)

[Watch the video](https://www.youtube.com/watch?v=ZkY5qsh1L4s) or read the Quick Start Guide and sign up as soon as you can. As always, I’m here to answer any questions you have. Don’t forgot to download the [Excellus BCBS mobile app](http://www.excellusbcbs.com/app) for health plan access on the go!

\*Network coverage may vary based on your plan. Estimate Medical Costs tool may not be available to all plans.

Email #3 Reminder – Make the Most of Your Health Plan

*Subject:*

Tools to Help You Make the Most of Your Health Plan

*Copy:*

I wanted to send everyone a quick note to remind you to sign up for your Excellus BlueCross BlueShield online member accounts. Your individual online account always has the most up-to-date information, and it’s a great feature of our health plan. You never know when or where you’re going to need quick answers about health benefits, so I hope you’ll take advantage of this part of your coverage.

Visit [ExcellusBCBS.com/Login](file:///\\W2Rshr02\Data\Marketing\Communications\~Digital%20Adoption\General%20Dig%20Adoption\Online%20Toolkit\Excellus%20BCBS_Online%20Member%20Toolkit\ExcellusBCBS.com\Login) to get started.

Signing up for your account lets you:

* View or order Member Cards
* Find Doctors who participate with your plan
* View deductibles, spending and claims
* Estimate medical costs\*
* Access statements, forms and documents
* Choose opt-in for paperless delivery (e.g. monthly health statements)

Getting access to your account is easy. Just follow the steps in the attached Quick Start Guide or check out the [How-to Video](https://www.youtube.com/watch?v=ZkY5qsh1L4s). All you need is a few minutes and your member card. Don’t forget download the [Excellus BCBS mobile app](http://www.excellusbcbs.com/app) for access on the go!

Let me know if you have any questions.

\*Network coverage may vary based on your plan. Estimate Medical Costs tool may not be available to all plans.

Email #5 – HDHP - Find a Doctor / Estimate Medical Costs

*Subject:*

Know before you go – estimate medical costs

**Find doctors. Compare costs. Connect with confidence.**

You can find everything you need to better manage expenses and connect with care in one place. Our-new-and improved online search tool makes it easy to view medical cost estimates before you see a bill and find doctors in your neighborhood and across the country.

Plus, all results are personalized to your plan, year-to-date spending, and deductible when you log in to your online member account.

* **Estimate Medical Costs**

Easily look up estimated medical costs across more than 1,600 treatment categories and 400+ procedures. All factoring in your up-to-date spending and deductible when you’re logged in.

* **Find Providers**

Quickly find doctors, dentists, hospitals, and urgent care centers in our local and national networks. Advanced filters let you refine results to exactly what you’re looking for.

These are a few Excellus BCBS tools to help you make the most of your health plan.   
[Estimate Medical Costs](https://excellusbcbs.com/find-a-doctor/estimate-medical-costs) or [Find a Doctor](https://www.excellusbcbs.com/find-a-doctor/provider) now!

Let me know if you have any questions.

Network coverage may vary based on your plan. Estimate Medical Costs tool may not be available to all plans.