**Two sample communications for wellbeing incentive programs:   
Annual Well Visit and MDLIVE Registration Campaign**

**Communication Template for Incentive Program for Annual Well Visit**

**Best practices:** For any claims-based metric, communicate at least two-three months prior to starting the program so employees have ample time to schedule a well visit. Keep in mind, for an annual well visit or preventive services, members should be allowed a full year to complete. **Communicate!** Keep it positive, focus on the benefits to the employee, and send regular reminders through a variety of channels (email, flyers, intranet, etc.)

Excellus BlueCross BlueShield can provide monthly or quarterly reporting (or less frequently if desired) on well visits and other claims-based preventive services (cancer screenings, immunizations, etc.).

**Sample communication:**

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].

**Sample Communication for an MDLIVE Telemedicine Registration Campaign**

**Best practice:** Communicate! Keep it positive, focus on the benefits to the employee, and send regular reminders via multiple methods (email, flyers, blog, etc.).

Excellus BlueCross BlueShield can provide reporting by the 15th of the month following the campaign end date.

**Sample communication:**

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.

Telemedicine gives you fast access to non-emergency medical and behavioral health care 24 hours a day, 7 days a week, 365 days of the year, from the comfort of your own home or on the go.

All employees and their families who are enrolled in our company medical insurance have access to telemedicine through MDLIVE.

**Register now for an MDLIVE telemedicine account so you have access to it when you need it. Register by [date] to win [fill in the blank].**

Don’t wait until you need it. Activate a telemedicine account today.

There are four easy ways to register:

* Log in at ExcellusBCBS.com/Member
* Download the MDLIVE app
* Text EXCELLUS to 635483
* Call 1-866-692-5045

To learn more about Telemedicine go to: [www.excellusbcbs.com/find-a-doctor/telemedicine](http://www.excellusbcbs.com/find-a-doctor/telemedicine)

If you are already signed up for MDLIVE Telemedicine, that’s great! You will be also entered into the raffle!

Winners will be announced on [date 10-15 days after program ends to allow time to receive reporting]