

Your monthly overview of employee communications



### Hello and Happy Early Thanksgiving!

Below you'll find information about participant emails being deployed in November. We'll let you know if any additional emails pop up during the month before they deploy.

Emails going to participants this month include:

#### Targeted emails

We're sending targeted emails to TRS-ActiveCare Primary and TRS-ActiveCare Primary+ participants with information about the ease of specialist referrals.

We'll also be sending an email to TRS-ActiveCare 2 participants telling them about their new musculoskeletal benefit through Hinge Health and Airrosti.

#### Member Rewards

As you know, Member Rewards is a valuable, yet underused, benefit for TRS-ActiveCare participants. We're sending participants quarterly targeted emails with information about the program. You'll be receiving an email with more details in the coming weeks. Participant emails this month will include:

- A targeted email to TRS-ActiveCare Primary and TRS-ActiveCare Primary+ participants with information about additional procedures that qualify for rewards
- A targeted email to TRS-ActiveCare HD participants with general information about the program

#### Personal Health Guides campaign

We want your employees to know how easy it is to get help with their benefits and learn more about their plan. This month, we're launching a participant campaign including several emails focused on Personal Health Guides (PHGs). These emails will include information about:

- how to connect with a PHG
- how educators with different needs can use their benefits
- getting cost estimates
- making appointments with a doctor
- one-on-one wellness coaching

There will also be a PHG email focused on mental health. It'll deploy the week before Thanksgiving, as we know mental health issues tend to rise over the holidays. This email will also let participants know TRS' and Blue Cross and Blue Shield of Texas' holiday hours for the month.

Thank you again for all you do,  
Your TRS-ActiveCare Team

[bcbstx.com/trsactivecareba](https://bcbstx.com/trsactivecareba)



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