



April Participant Emails

Hello! Below you'll find information about participant emails we're deploying in April. We'll let you know if we need to send any other emails this month before they deploy.

Emails going to participants this month include:

Where to Go for Care/ER Misuse

ER misuse is a consistent problem. This email outlines the care options for different health issues. It also provides another reminder about the dangers of freestanding ERs.

Men's and Women's Health Issues

This targeted campaign focuses on men's and women's health issues.

The men's emails focus on:

- preventive care and wellness exams
- common health issues
- tips for a healthy lifestyle
- mental health

The women's emails focus on:

- preventive care and well-woman exams
- fertility
- pregnancy
- parenting support
- mental health

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

www.bcbstx.com/trsactivecare



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