



May participant emails

Hello! Below you'll find information about participant emails we're deploying in May. 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:

Value of a PCP

This email reminds participants of the importance of having a Primary Care Provider (PCP) and getting an annual wellness exam. We send a version of this email several times during the year, and it has been successful in increasing PCP visits.

Where to Go for Care (ER Misuse)

By now, you may have seen the new "Where to Go for Care" posters hanging in school break rooms or teacher lounges. We turned that poster into a participant email to reinforce different care options with a bit of humor thrown in. It also includes strong messaging about the dangers of using freestanding emergency rooms (ERs).

Using coverage over summer

As we wind down the school year, we want participants to know how to get care when they need it during the summer. This email covers:

- the importance of staying in network
- TRS Virtual Care
- getting help from a Personal Health Guide
- what to do when you're ill or injured away from home

Preventive care and immunizations

This email reminds participants to catch up on their no-cost preventive care and make sure they're current on immunizations over the summer.

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

www.bcbstx.com/trsactivecareba



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