

Digital Adoption Member Communication Campaign

Anticipated Launch: January 10, 2023

Overview

- The Digital Adoption campaign is designed to encourage existing members to engage with us digitally, through My Health Toolkit® and other channels. This campaign will target members who:
 - Do not have a My Health Toolkit account, or
 - Have a My Health Toolkit account but have not opted in for online delivery.
- We use Adobe Campaign Manager (ACM) to send messages to members. Messages may be sent through email, text, and/or app push notifications based on the contact information and preferences we have on file for members.
- **Members without My Health Toolkit:** We will send My Health Toolkit registration reminders up to four times, once every six months.
- **Members without online delivery:** We will send online delivery reminders to members who have My Health Toolkit accounts but have not opted in for online delivery for notifications related to Explanations of Benefits (EOBs) and prior authorizations. Like My Health Toolkit reminders, these will be sent up to four times, once every six months.
- Notifications will not be sent to anyone who has received the welcome campaign in the last 90 days.
- If members do not register for My Health Toolkit or opt in for online delivery after a series of Digital Adoption reminders, members will be removed from the campaign workflow after two years. We chose this cadence and time frame to maximize our engagement with members while minimizing the risk of members opting out of all communications within this contact category.
- The goals of this campaign are to increase My Health Toolkit adoption, reduce mailing costs by increasing online delivery opt-ins, and improve the quality of contact data we have on file for our members.
- Lines of Business who will receive this campaign include BlueChoice HealthPlan, Group and Individual, Major Group, Medicare Advantage, National Alliance, and State Health Plan.

Actions You May Need to Take

- **Marketing:** Make sure you are familiar with the new campaign, how members are selected for inclusion, and the specific messaging. You may cascade this information as you see appropriate.
- **Customer Service:** Make sure you are familiar with the new campaign, how members are selected for inclusion, and the specific messaging, so that you are prepared to answer any questions. Review the following pages and determine if there are any additional screenshots, talking points or job aids that may need to be updated for your business area.

Ongoing Improvement

We'll continue to evaluate the impact of this campaign, including feedback from our members, to identify opportunities for future enhancements.

Questions

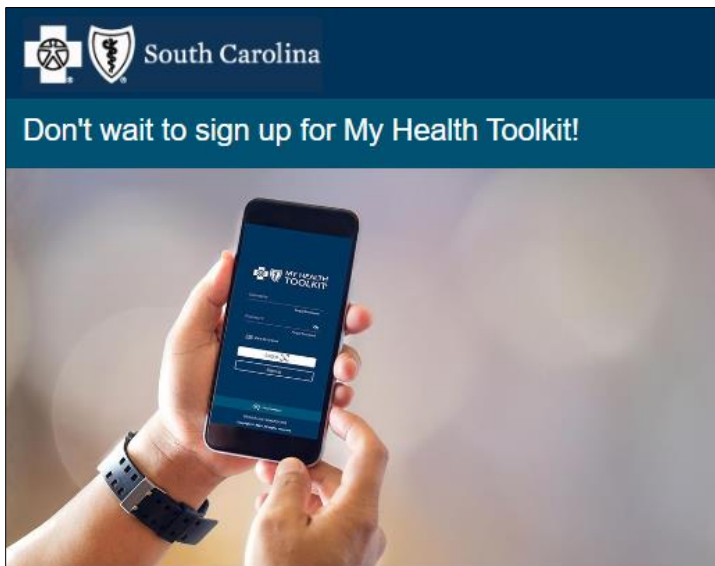
If you have any questions about this or other digital campaigns, please contact Digital.Experience@cbssc.com.

Please continue to the Member Experience portion of this document.

Digital Adoption Email and Text Notifications

The following are some examples of the digital adoption emails and text messages. Branding reflects the specific health plan.

The initial My Health Toolkit registration reminder (1A) for a member with BlueCross BlueShield of South Carolina branding:



The email header features the BlueCross BlueShield of South Carolina logo and the text "South Carolina" in the top left. Below this is a dark blue banner with the text "Don't wait to sign up for My Health Toolkit!". The main image shows a person's hands holding a smartphone displaying the My Health Toolkit app interface.

My Health Toolkit® isn't just for people who are actively using their health insurance. The best time to create your account is before you have a claim.

When you sign up for My Health Toolkit, you have easy access to your benefits information, including:



- What services are covered under your specific plan.
- Which providers are in network, which can save you money.
- How much you can expect to pay out of pocket when you need care.
- What health and wellness programs may be available to you.

You also can set your contact preferences, so we'll connect your way — such as by text, email or regular mail — when we have information and updates to share.

Signing up is easy. You just need the number from your health plan ID card or Social Security number and birthdate.

[Register Now](#)

You can also take your benefits with you wherever you go. Download the My Health Toolkit mobile app!

BlueCross BlueShield of South Carolina is an independent licensee of the Blue Cross Blue Shield Association.

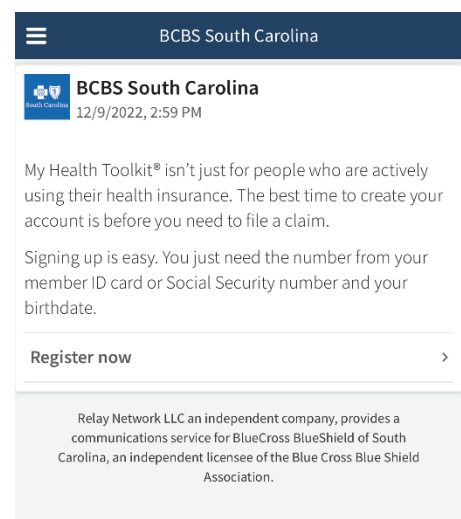
To change how you receive emails about important plan updates, [update your contact preferences](#).

or

[Unsubscribe](#)


This will only unsubscribe you from receiving emails about programs, services and wellness reminders. You may still be signed up to receive emails for claims or other important updates.

BCBS South Carolina: Register for My Health Toolkit. [@{auth-link}](#)
Text help or stop.
Msg&DataRatesMayApply




The text message preview shows the BCBS South Carolina logo and the text "BCBS South Carolina" followed by the timestamp "12/9/2022, 2:59 PM". The main body of the message contains the same text as the email, including the introductory paragraph, the list of benefits, the contact preference information, the registration ease statement, the "Register now" button, the app download information, and the footer with unsubscribe and disclaimer text.

A My Health Toolkit registration reminder follow up (1B, 1C and 1D) for a member with BlueChoice HealthPlan branding. Header images in emails will vary. Text message content will vary for each



Keep track of your claims and benefits



If you've been putting off signing up for My Health Toolkit®, here's your reminder to get connected. My Health Toolkit is your secure source for personalized information about your benefits. With it, you can do all this and more:



- Get details about your individual coverage.
- View or share your digital ID card.
- Use the Find Care tool to locate in-network providers.
- Keep track of claims — you can even add personal notes for your reference.
- Access health and wellness resources.

When you register, you'll have the option to set your preferences for how you receive updates and notifications from us. Connect your way — whether via text, email or regular mail.

All you need to sign up is the number from your member ID card or Social Security number and your birthdate. All covered family members ages 16 and older can create their own accounts.

[Register Now](#)

Access My Health Toolkit online or download the mobile app. Once you register, you can use the same username and password for both.



BlueChoice HealthPlan is an independent licensee of the Blue Cross Blue Shield Association.


To change how you receive emails about important plan updates, [update your contact preferences](#).

or

[Unsubscribe](#)

This will only unsubscribe you from receiving emails about programs, services and wellness reminders. You may still be signed up to receive emails for claims or other important updates.

BlueChoice HealthPlan SC: You have a message waiting. @{auth-link} Text help or stop. Msg&DataRatesMayApply




BlueChoice HealthPlan SC

12/20/2022, 5:09 PM

If you've been putting off signing up for My Health Toolkit®, here's your reminder to get connected. My Health Toolkit is your secure source for personalized information about your benefits, including what you have spent toward your deductible, details on your health plan, how to find a network provider, your digital ID card and more!

Signing up is easy. You just need the number from your member ID card or Social Security number and your birthdate.

[Register now](#)



BlueChoice HealthPlan SC


12/20/2022, 5:09 PM

When you sign up for My Health Toolkit®, you have ready access to your benefits information, including:

- What services are covered under your specific plan.
- Which providers are in-network, which can save you money.
- How much you can expect to pay out of pocket when you need care.
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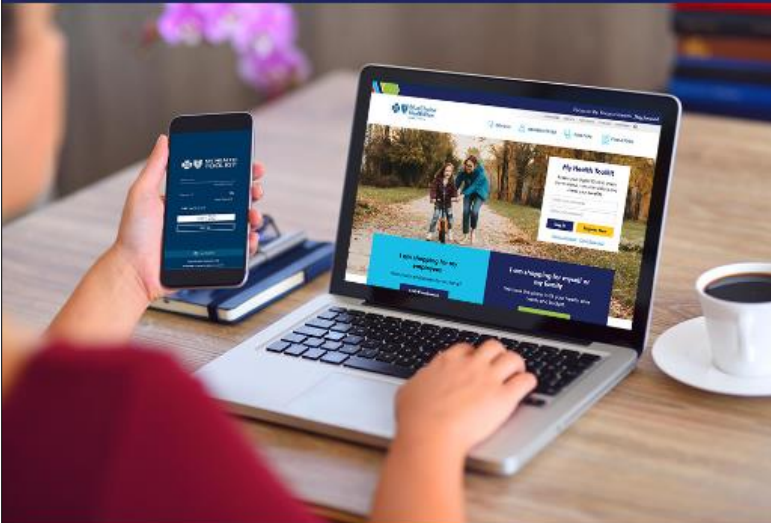
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[Register now](#)

The initial online delivery reminder (2A) for a member with BlueChoice HealthPlan branding. Images on the computer screen will vary by line of business. If the member has downloaded the My Health Toolkit app and has opted to receive app notifications, they will receive the app notification in addition to the email.



Get notifications faster with online delivery



Getting updates from your health plan via regular mail can add days to your wait. With online delivery, you can find out right away when a claim has processed or there's been an update to a prior authorization request. It's secure, fast and easy!

Best of all, you get to connect your way. When you sign up for online delivery, you decide how you want to hear from us — whether by text, email or push notification from the My Health Toolkit® mobile app. It's an important way to personalize your journey with us.

It takes just minutes to set or adjust your contact preferences. Simply select the link below to get started.

Set Your Contact Preferences

BlueChoice HealthPlan is an independent licensee of the Blue Cross Blue Shield Association.


To change how you receive emails about important plan updates, [update your contact preferences](#).

or

[Unsubscribe](#)

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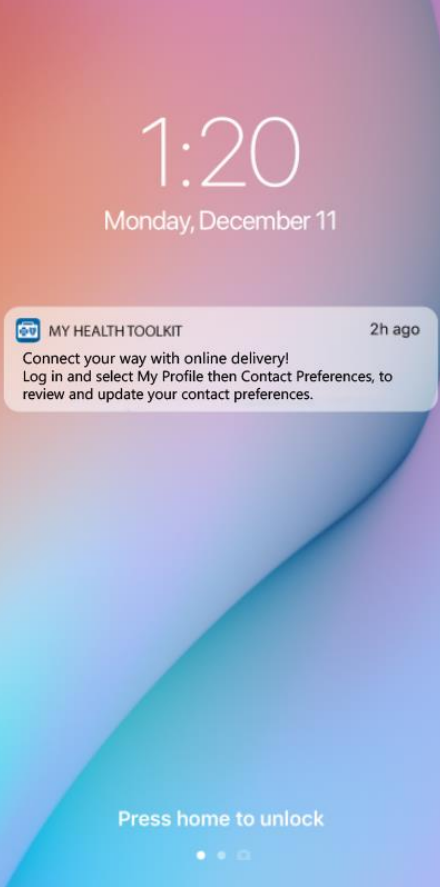


BlueChoice HealthPlan SC
12/9/2022, 3:00 PM

When you sign up for online delivery, you get to decide how you want to hear from us — whether by text message, email or push notification from the My Health Toolkit® mobile app. Get secure messages right away when you have a new Explanation of Benefits (EOB) to view or when there's been an update to a prior authorization request.

[Set your contact preferences](#) >

Relay Network LLC is an independent company that provides this digital service for BlueChoice HealthPlan, an independent licensee of the Blue Cross Blue Shield Association.



1:20

Monday, December 11


MY HEALTH TOOLKIT


2h ago

Connect your way with online delivery!
Log in and select My Profile then Contact Preferences, to review and update your contact preferences.

Press home to unlock

An online delivery reminder follow-up (2B, 2C and 2D) for a member with BlueCross BlueShield of South Carolina branding. Header images in emails will vary. Text message content will vary for each reminder. If the member has downloaded the My Health Toolkit app and has opted to receive app notifications, they will receive the app notification (see image on previous page) in addition to the email for 2C and 2D, or instead of the email for 2B.



 South Carolina

Go Paperless Today!

When you sign up for online delivery for health plan updates, you get to decide how you want to hear from us — whether by text message, email or push notification from the My Health Toolkit® mobile app. Get secure messages right away when you have a new Explanation of Benefits (EOB) to view or when there's been an update to a prior authorization request.

Online delivery is faster than regular mail — and better for the environment, too. Getting started is easy. All you need to do is set your contact preferences in My Health Toolkit.

[Set Your Contact Preferences](#)

BlueCross BlueShield of South Carolina is an independent licensee of the Blue Cross Blue Shield Association.

To change how you receive emails about important plan updates, [update your contact preferences](#), or [Unsubscribe](#)

This will only unsubscribe you from receiving emails about programs, services and wellness reminders. You may still be signed up to receive emails for claims or other important updates.

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[Set your contact preferences](#) >

Relay Network LLC is an independent company that provides a communications service on behalf of Excellus BlueCross BlueShield, a nonprofit independent licensee of the Blue Cross Blue Shield Association.