

MEMBER ONBOARDING

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ENROLLMENT WAS FIRST STEP



Too many members still only using insurance in emergency

- + Preventive care covered 100%
- + Selecting a PCP increases likelihood of using PCP
- + As limited network plans (Blue Value and Blue Local) become more common, need to understand where to go
- + Lower income members tend to be the least engaged

Lots of programs, limited results

- + Mail campaigns
- + Email campaigns
- + Phone calls
- + Still not seeing good results in these campaigns

In person events

- + Join with systems (i.e. Novant, UNC) to hold events
- + Systems will provide the venue and staff to help select PCP, sign up for preventive care visits, etc
- + Initial events will be split between a rural system (UNC Wayne) and urban (Novant)
- + BCBSNC will provide staff to assist with technical side (Blue Connect account creation, find a doctor and app set up if available)

WHAT WE NEED FROM YOU



Assist with outreach and promotion

- + Already have a built in connection
- + Ability to call members and leverage community connections
- + Carries more weight than another letter from BCBSNC
- + Onsite as well

Currently:



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- Preventive care
- Out-of-pocket maximums
- Your network of doctors

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Watch your personalized video and complete a short survey. It's that easy.

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- + Additional rewards:
 - In April/May receive gift card for setting up automatic payment
 - Confirming contact information

- + App:
 - Pay premium
 - Find a doctor
 - View claims
 - Contact customer service
 - In Spanish
 - Late spring/early summer(fingers crossed)

QUESTIONS