# Screening Email 1 – Announce: Send as initial communication

### Subject line

Onsite screening at [location] booking now. Reserve your spot now.

### Message

**An SHBP-sponsored onsite biometric screening event is coming to [location] on [date].**

**Schedule your appointment.**

* Your screening is private and provided at no additional cost to you.
* It will give you a current view of your important health numbers (including blood sugar, cholesterol, blood pressure and BMI) and how they impact your overall well-being.
* After you complete your screening and your RealAge® test1, you will receive

#### 240 well-being incentive credits2.

**To make your appointment:**

1. Go to www.BeWellSHBP.com/biometric-screenings/
2. Click “Schedule an onsite screening appointment”

**3.** Select “[location name]” and pick the time that works best for you

Note: If you cannot attend an SHBP-sponsored onsite screening event, you can download the 2018 Physician Screening Form3, have it completed by your physician and return it by November 30, 20184. Members can directly fax it to xxx-xxx-xxxx or upload it to Sharecare.

#### Tell your spouse.

If you are married, encourage your spouse (if covered) to schedule an appointment, too. If this location isn’t convenient for them, a list of other screening locations and dates is posted on the webpage above. There may be a screening location closer to them. If your covered spouse cannot attend an SHBP-sponsored onsite screening event, he/she can also download the 2018 Physician Screening Form3, have it completed by their physician and return it by November, 30 20184. Members can directly fax or upload it to Sharecare.

#### Questions?

View the 2018 Be Well SHBP Program Overview Flyer or contact the onsite coordinator for this screening location at, [Name] at [contact info].

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##### Notes:

1. *RealAge test is not available to Kaiser Permanente members or Medicare Advantage Plan members.*
2. *The well-being incentive credits do not apply to Kaiser Permanente or Medicare Advantage Plan members.*
3. *2018 Physician Screening Form applicable only for SHBP Blue Cross and Blue Shield of Georgia and UnitedHealthcare members and covered spouses.*

*4) It is your responsibility to ensure your information is complete and all documentation (including the 2018 Physician Screening Form) is received by Sharecare by November 30, 2018.*

# Screening Email 2 – Reminder: Send 2 weeks after first email

### Subject line

Schedule your screening appointment now.

### Message

**An SHBP-sponsored onsite biometric screening event at [location name] is being held on [date]. Appointments fill up fast. Schedule yours now.**

An SHBP-sponsored screening event for [location] is scheduled for [date/time]. If you haven’t made your appointment yet, visit BeWellSHBP.com/biometric-screenings/ now and select “Schedule an onsite screening appointment” then choose this location from the list.

* + Your screening is private and provided at no additional cost to you.
  + You get a personalized report highlighting your results from the screening.
  + You get a detailed explanation of what your numbers mean and the healthy target ranges.
  + After you complete your screening and your RealAge® test1, you will receive

#### 240 well-being incentive credits2.

**Don’t delay.**

The last day you will be able to schedule an appointment for this screening event is [lockdown date]. Appointments fill up fast so schedule your appointment soon.

Note: If you cannot attend an SHBP-sponsored onsite screening event, you can download the 2018 Physician Screening Form3, have it completed by your physician and return it by November 30, 20184. Members can directly fax it to 615-349-9111 or upload it to Sharecare.

#### Tell your spouse.

If you are married, encourage your spouse (if covered) to schedule an appointment, too. If this location isn’t convenient for them, a list of other screening locations and dates available is posted on the webpage above. There may be a screening closer to them. If your covered spouse cannot attend an SHBP-sponsored onsite screening event, he/she can also download the 2018 Physician Screening Form3, have it completed by their physician and return it by November 30, 20184. Members can directly fax or upload it to Sharecare.

#### Questions?

View the 2018 Be Well SHBP Program Overview Flyer or contact the onsite coordinator for this screening location at, [Name] at [contact info].

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##### Notes:

* 1. *RealAge test is not available to Kaiser Permanente members or Medicare Advantage Plan members.*
  2. *The well-being incentive credits do not apply to Kaiser Permanente or Medicare Advantage Plan members.*
  3. *2018 Physician Screening Form applicable only for SHBP Blue Cross and Blue Shield of Georgia and UnitedHealthcare members and covered spouses.*

*4) It is your responsibility to ensure your information is complete and all documentation (including the 2018 Physician Screening Form) is received by Sharecare by November 30, 2018.*

# Screening Email 3 – Last Chance: Send on lock-down date

### Subject line

Last chance for appointments.

### Message

**TODAY is the last day to schedule an appointment for the onsite biometric screening to be held on [date] at [location name].**

If you haven’t scheduled your biometric screening appointment yet, you still have a chance to schedule an appointment for this upcoming screening. But after today, no additional appointments can be made.

* + 1. Go to www.BeWellSHBP.com/biometric-screenings/
    2. Click “Schedule an onsite screening appointment”

**3.** Select “[location name]” and pick your time slot from those still available

As a reminder:

* Your screening will be private, and is offered at no cost to you.
* You will receive **240 well-being incentive credits**2 for completing your screening and

RealAge® test1.

* Your covered spouse may participate and receive well-being incentive credits.
* If you can’t attend an SHBP-sponsored onsite screening event you can download the 2018 Physician Screening Form3, have it completed by your physician and return it by November 30, 20184. Members can directly fax it to 615-349-9111 or upload it to Sharecare.

#### Questions?

View the 2018 Be Well SHBP Program Overview Flyer or contact the onsite coordinator for this screening location at, [Name] at [contact info].

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##### Notes:

1. *RealAge test is not available to Kaiser Permanente members or Medicare Advantage Plan members.*
2. *The well-being incentive credits do not apply to Kaiser Permanente or Medicare Advantage Plan members.*
3. *2018 Physician Screening Form applicable only for SHBP Blue Cross and Blue Shield of Georgia and UnitedHealthcare members and covered spouses.*

*4) It is your responsibility to ensure your information is complete and all documentation (including the 2018 Physician Screening Form) is received by Sharecare by November 30, 2018*.

# Screening Email 4 – Prep: Send the day before screening

### Subject line

Important screening preparation

### Message

**Want the most accurate results? Prepare for your screening right.**

Thank you for signing up for an SHBP-sponsored onsite biometric screening. To get the most accurate results, it’s important to follow a few simple steps in advance.

* 1. **FASTING:** Although not required, we recommend for the best results that you do not eat or drink anything except water for at least nine (9) hours before your screening appointment. (If you have a health condition, such as diabetes or pregnancy, or any other medical concerns, consult a doctor before fasting.) Failure to properly fast may result in inaccurate blood test results.
  2. **HYDRATING:** Drink plenty of water, which makes it easier to give a sample of your

blood.

* 1. **MEDICATION**: Continue taking medication as prescribed the day of your screening. (Follow your doctor’s instructions for taking your medications, including taking them with food if necessary.)
  2. **ARRIVAL**: Please arrive 5 minutes early to register. The screening process will be

complete in about 15 minutes.

#### Questions?

Please contact the onsite coordinator for this screening location, [Name] at [contact info].

# Screening Email 5 – Cancel: Send in case of event cancellation

### Subject line

Screening canceled. Other options available.

### Message

**The SHBP-sponsored onsite screening at [location] on [date] has been canceled.**

Thank you for signing up for a screening appointment at an SHBP-sponsored onsite biometric screening. Unfortunately, due to low participation, the onsite screening you are scheduled to attend at [location/day/time] has been canceled. We apologize for the inconvenience.

#### Still want to have a screening?

* You may schedule a new screening appointment at www.BeWellSHBP.com/biometric- screenings. A complete list of all upcoming locations and dates is also available on this webpage.
* You also have the option to complete a screening with your personal physician using the 2018 Physician Screening Form1, have it completed by your physician and return it by November 30, 20182. Members can directly fax it to 615-349-9111 or upload it to Sharecare. For more information about this option visit BeWellSHBP.com/biometric-screenings.

#### Questions?

View the 2018 Be Well SHBP Program Overview Flyer or contact the onsite coordinator for this screening location at, [Name] at [contact info].

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##### Notes:

*1) 2018 Physician Screening Form applicable only for SHBP Blue Cross and Blue Shield of Georgia and UnitedHealthcare members and covered spouses.*

*2) It is your responsibility to ensure your information is complete and all documentation (including the 2018 Physician Screening Form) is received by Sharecare by November 30, 2018.*