



IFP Broker Update



As the year draws to a close, now is a great time to remind your IFP PPO clients that they can still schedule a \$0 virtual annual health checkup. Virtual care can be a huge time-saver, allowing your clients to skip long wait times – no need to wait a week or more for an appointment when they can see a virtual provider, often with same or next day availability.

We've made it easy for you to let them know about this added-value benefit – simply copy and paste the ready-to-use email content below and share with your IFP PPO clients. This will help ensure they take advantage of this benefit and schedule their annual wellness checkup before year-end.

Sample Message for Your Clients

Subject line: *Don't forget to schedule your \$0 virtual annual health checkup before year-end!*

Hi [Client Name],

Get the most out of your PPO plan! Take advantage of your \$0 virtual annual health checkup before the end of the year. Same- or next-day appointments are available.

Schedule your appointment today

- 1. Simply log in to your Blue Shield member portal at [this link](#) (or create an account if needed).*

2. After logging in, you'll be directed to Accolade Care where you can register and schedule your appointment.
3. You'll receive a free Vitals Kit, including a scale and blood pressure monitor, delivered to your door.

Virtual Primary Care, Specialists, and Behavioral Health are also available with copay!

You can also book virtual appointments for primary care doctors, specialists, and behavioral health support for the same copay you would pay for an in-person visit:

- **Specialists in 20 areas** (including dermatology, cardiology, urology) with appointments available within three days
- **Behavioral health support** with appointments from therapists, psychiatrists, and psychologists typically available in 1-3 days
- **Primary care doctors** for ongoing and urgent care needs available 7 days a week, often within hours of scheduling

Make your health a priority and schedule your checkup today!

Best,

[Your Name]

Encouraging your clients to use their benefits fully helps them prioritize their health and boosts satisfaction with their plan. Feel free to reach out with any questions or additional support as you share this reminder with your clients.

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Blue Shield of California | 601 12th Street | Oakland, CA 94607 | USA

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