Communications Dashboard — September 2020

NY: New ID Reminder Postcard



Flu shot flyer: Mailed with all SMMs



- If you have UHH medical benefits, visit your network primary care provider (PCP).
- If you have UHH pharmacy benefits, visit a local network pharmacy.
- Contact your health fund if you have questions about your benefits.
- Be sure to get your flu shot at **NO CHARGE** to you.



View previous dashboards at www.uhh.org/dashboards

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Atlantic City: Coverage options fly

- Sent Food Service email clarifying Horizon ID card issue
- Updated provider language on www.uhh.org/provider
- Pulse redesign: 45 employees sent pictures for photo campaign - Open enrollment emails for Plan 173 (CA) and Google Cambridge

- Promote use of Health Center/Pharmacy to Chicago members who lost
- Create HR benefits homepage on Pulse

Digital

• Email performance (past 30 days)

- 14,445 sends; 59% open rate; 20% click rate

Miscellaneous digital

- Sent 18 SMM emails
- Communicated Atlantic City COBRA/self-pay options

• Coming up in October

- coverage and now have Medicaid
- Start Pulse homepage redesign
- Communicate employee open enrollment
- Continue flu shot promotion for members & employees

Recent Mailers

• Chicago Plans SMM (114A, 114D, 116, 117) (September 3 and 4) UNITE HERE Staff Plan SMM (173 Actives) UNITE HERE Staff Plan SMM (173 Retirees) Pittsburgh SMM (106) Food Service Plan SMM (176A, 176B, 176C) Food Service Plan SMM (176D, 176E) Food Service Plan SMM (376 MidAtlantic) • Food Service Plan SMM (376 Northern and Southern CA) Food Service Plan SMM (376 Colorado/Georgia) Food Service Plan SMM (376 National PPO) <u>Atlantic City Casinos & Non-Casinos SMM (102 Actives & 202)</u> <u>New York SMM (100A, 100B & 105)</u> • Greater Boston Local 26 Health Plan SMM (108) Monterey Culinary Health Plan SMM (175) • Los Angeles SMM (178) Long Beach/Orange County SMM (278) Annual SMM (all plans) • Flu shot reminder (all plans) • Required notice (most plans) • Atlantic City (102) COBRA-Selfpay flyer (September 4) • BLC "new courses" flyer for staff (on Pulse September 10) • FSP Compass @ Google (Cambridge) enrollment guide (September 14) • <u>NY New ID card reminder postcard—New Jersey</u> (September 15) NY New ID card reminder postcard—non-New Jersey