

# Communications Dashboard — January 2021

## Newsletter



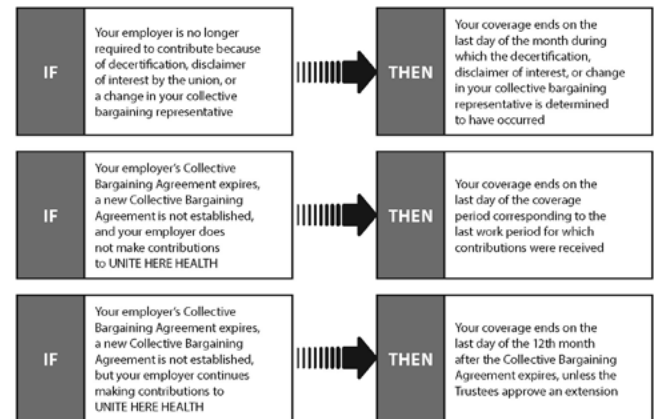
- Employee Spotlight**
  - Meet [Jesus Vidueira, President](#)
- News**
  - Watch the [all-employee video conference](#)
  - [Atlantic City office](#) helps members in need
  - Make [heart health](#) part of your self-care routine
- COVID-19**
  - [Enhanced Temporary Flexibility](#) for FSA Accounts
  - Continuation of [Emergency Paid Leaves](#)
- HR Portal**
  - Don't forget to [visit the HR Portal](#) for exclusive content and HR news.
  - Diversity & Inclusion [Recommended Reading List](#)
- Gallery**
  - Getting the COVID-19 vaccine? Share your vaccine selfie with [communications@uhh.org](mailto:communications@uhh.org)
- Poll**
  - What is your 2021 New Year's resolution?
  - View the [poll on the Pulse homepage](#) (bottom right)

## New Eligibility Rules: Food Service

Food Service Plan Unit 376 National PPO | January 2021

### ELIGIBILITY (continued)

**Special termination rules**—This replaces the section with the same title in your SPD  
Your coverage under the Plan will end if any of the following happens:



Get answers to all your questions: (833) 637-3519 • [uhh.org/fsp](http://uhh.org/fsp)

## New Network: Atlantic City

Your new medical ID cards are here!  
¡Llegaron sus nuevas tarjetas de identificación médica!



Your new Horizon Blue Cross Blue Shield of New Jersey Direct Access medical ID cards are inside. Please start using them on and after March 1, 2021. Make sure to throw away old cards.

### What's different?

- Starting March 1, Horizon Blue Cross Blue Shield of New Jersey is your new network for behavioral health, which includes counseling and substance abuse treatment
  - If you see a behavioral health provider, make sure he or she is still in network: (800) 810-2583
  - As always, the UNITE HERE HEALTH – Health Center offers FREE counseling. Call today to schedule an appointment: (609) 570-2400, choose option #6
- The types of medical care and imaging that require prior authorization are changing
  - Avoid surprise medical bills! See the new prior authorization list in your plan's Benefits at a Glance at [www.uhh.org](http://www.uhh.org)

Adjunto se encuentran sus nuevas tarjetas de identificación del seguro médico de Horizon Blue Cross Blue Shield of New Jersey Direct Access. Por favor, comience a usarlas a partir del 1 de marzo de 2021. Asegúrese de desechar las tarjetas antiguas.

### ¿Qué es distinto?

- A partir del 1 de marzo, Horizon Blue Cross Blue Shield of New Jersey es su nueva red de salud conductual, lo cual incluye asesoría y tratamiento por abuso de sustancias
  - Si ve a un proveedor de salud conductual, asegúrese de que pertenezca a la red: (800) 810-2583
  - Como siempre, el Centro de Salud UNITE HERE HEALTH ofrece asesoría GRATUITA. Llame hoy para programar una cita: (609) 570-2400, elija la opción No. 6
- Los tipos de atención que requieren autorización previa también están cambiando
  - ¡Evite facturas médicas de sorpresa! Consulte la nueva lista de autorización previa en Beneficios a simple vista de su plan en [www.uhh.org](http://www.uhh.org)

Questions? Call us | ¿Preguntas? Llámenos  
(888) 437-3480



## Digital

- Email performance (past 30 days)**
  - 57,084 sends; 45% open rate; 10% click rate
- Email and text communications**
  - Super Saver**
    - Payment reminders
    - Jake's 58 (plan 185) introduction to SS
  - Miscellaneous**
    - SMMs
    - HRx Pain Management survey
    - HealthCheck360
    - IVR and other convenient ways to make a payment
    - Google enrollment reminders
- Pulse redesign**
  - In progress: tentative completion March 2021
- Coming up in February**
  - Continue sending SMMs via email
  - Super Saver extension deadline
  - Automated Super Saver emails and texts

## Mailings

- [116 Postcard: We're switching to HealthCheck360!](#)
- [175 Postcard: We're switching to HealthCheck360!](#)
- [178 Postcard: We're switching to HealthCheck360!](#)
- [Chicago Postcards: We're switching to HealthCheck360!](#)
- [100A, 100B, 105 January SMM](#)
- [102 January SMM](#)
- [106 January SMM](#)
- [108 January SMM](#)
- [173 Actives January SMM](#)
- [176 January SMMs: ABC / D&E](#)
- [178 January SMM](#)
- [202 January SMM](#)
- [278 January SMM](#)
- [376 CA January SMM](#)
- [376 CO&GA January SMM](#)
- [376 MidAtlantic January SMM](#)
- [376 PPO January SMM](#)
- Super Saver mailings for newly eligible members as of 1/1/21

## Opt-in

(Totals as of 1/31/21)

Compliance email:	17,020	↑ 365
General email:	29,215	↓ 354
Compliance text:	8,831	↑ 696
General text:	28,036	↓ 135

View previous dashboards at [www.uhh.org/dashboards](http://www.uhh.org/dashboards)

## Social Media



Now available – convenient payment options for COBRA, self-payments, or Super Saver!

1 **Member Portal**  
[www.uhh.org/member](http://www.uhh.org/member)

2 **Phone**  
Call Member Services & press 0 (zero)



24/7 Access!

## New Prior Auth Vendor: Chicago & California

New prior authorization numbers to call

Los nuevos números de teléfono para llamar para autorización previa

Watch your mail!  
Your new ID card is coming soon!

¡Vigile su correo!  
¡Su nueva tarjeta de identificación llegará pronto!