Blue Shield Email Template for IFP Brokers

Subject: PPO Schedule a virtual Annual Health Checkup

***This is a suggested template. Please edit to personalize for your business.***

**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](https://urldefense.com/v3/__https:/my.accoladecare.com/authentication/sso-entry/?partner=BSC_ALLMEM_001&utm_source=bsc-ifp&utm_medium=email&utm_campaign=2024Nov-BrokerNewsletter__;!!NvsU1QEulwjNNrcOZ0amcNU!n0Fd4fjIy3He1UBOI7Fzend_c9krClS0J8Mu0Wwuk39jrnn3cdsC-m8iSDr4shnyglZlmwbqI2XID3WsH7OKBlmT5o6IkMd-IjjH1kiK0Wk$) (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]