

Healthcare & Benefits

2024 Communication Calendar



JAN	FEB	MAR
<ul style="list-style-type: none"> • Topic: Accessing Care • Message: Navigating Meritain, download ID card, where to go for care, new ID card coming • Medium: Email 	<ul style="list-style-type: none"> • Topic: EAP • Message: What it is, how to use, and who can use • Medium: Postcard (QR code to website) 	<ul style="list-style-type: none"> • Topic: Primary Care + Telemedicine • Message: The value of primary care, schedule your physical + another great tool when your PCP is not available is Telemedicine • Medium: Email
APR	MAY	JUN
<ul style="list-style-type: none"> • Topic: Prescription Benefit • Message: How and why to consider setting up mail order, and the new Find My Meds tool • Medium: Email 	<ul style="list-style-type: none"> • Topic: Qualifying Life Event • Message: What it is, who to contact • Medium: Email 	<ul style="list-style-type: none"> • Topic: KISx Program review • Message: What it is and how to use • Medium: Text
JUL	AUG	SEP
<ul style="list-style-type: none"> • Topic: Telemedicine • Message: What it is, how much it costs, how to access • Medium: Postcard (QR code to website) 	<ul style="list-style-type: none"> • Topic: Preventive Care • Message: Consider getting your flu shot – no cost • Medium: Text 	<ul style="list-style-type: none"> • Topic: Two tools to save money • Message: Review KISx Program and Find My Meds • Medium: Email
OCT	NOV	DEC
<p>OE communications start</p> <p>(No additional monthly communications)</p> <p>Medium: Postcard/Flyer/Email/Text</p>		<ul style="list-style-type: none"> • Topic: EAP review • Message: What it is, how to use, and who can use • Medium: Email