



YOUR COMPANY LOGO HERE

To Members of the {Your company name here} Group Health Plan:

{Your company name here} provides an exceptional group health plan that offers benefits that meet the needs of our employees and their dependents. Although the costs associated with health plan coverage rise dramatically every year (nearly ___% in _(year)_), we stand firm in our commitment to offer extensive coverage to our members.

Yet, the increases in the costs of providing such quality health care to our employees, their dependents, and our retirees cause great concern. There are two ways for companies to stem this trend. One method is to scale down the benefits or increase the cost sharing to the employee. The other approach, and the accepted strategy for {Your company name here}, is to engage the group health plan members in consumer-driven health care which is aimed at avoiding costs rather than shifting costs. Of the two available options, {Your company name here} believes that the key to addressing the issue is to assist our members in staying healthy through education, wellness services, and professional guidance to informed decision-making.

With this decision, {Your company name here} has implemented the Group Health Management Program which offers all members the following services:

1. Nurse on Call: When you just have a question or if you are unsure about what type of provider to visit, or you just want some clinical advice, our Nurse on Call service is available to you at no cost.
2. Maternity Management Program: This program provides the pregnant member with a Professional Registered Nurse to help identify any risk issues, to provide specialized education and information, and to provide additional support throughout your pregnancy and the immediate post-partum period.
3. Pre-Notification: This service is in place to help you choose the most effective treatment options based on clinical research and clinical standards of care.
4. Case Management: For any member who experiences a serious health condition, we offer the services of a Professional Registered Nurse Health Advocate to assist you in locating health care providers, to provide information, education, and access to the latest research findings, and to provide additional support to you, your family, and your health care providers, as well as helping you and your health care providers navigate the insurance system.
5. Disease Management Programs: For the members of our plan that experience chronic diseases or long-term health conditions or multiple conditions, we offer quality disease management programs that are designed to assist the member in effective management of his/her overall health. Professional specialty nurses and physicians are assigned to your "team" and assist you throughout your health care experience.

{Your company name here} has established these services at no cost to you, the member. We have determined that effective management of health requires an active partnership between the plan and the members. To do so, we believe that members need **Education, Access, and Guidance** to maintain wellness and to access quality health care. As an introduction to this consumer-driven program, please accept the enclosed brochures as a handy reference for you and your family. Look for more information in the days to come.

Thank you for your support and involvement as we initiate these new services. I strongly encourage your active participation – for your health, and ours!

Sincerely,