



UCard Welcome Letter

Overview

- The UCard Welcome Letter is a mailing to members to confirm their plan enrollment. The mailing reinforces plan value, introduces UCard & helps prepare members to use their plan.
- The UCard Welcome Letter will be up to 8 pages and mailed to new members and members who have changed UHC plans in PY24. For members who have opted in to paperless delivery of plan documents, they will receive an email to view their Welcome Letter on the member site.
- Note: The UCard Welcome Letter is replacing the Plan Overview Booklet for members with a UCard in PY24.

Key Objectives

- Confirms the member's application approval, plan selection & effective date
- Educates the member on:
 - what they signed up for
 - what they can do now to prepare for when their plan coverage begins
 - what to expect when they reach their effective date

Timing

- Mails within 7-10 days of application approval

Outcome Goals

- Includes key messages to help reduce member dissatisfaction, alleviate pain points, improve retention, and support business objectives

The image displays a template for the UCard Welcome Letter, divided into two main sections: a top header/body section and a bottom sidebar section.

Top Section (Main Body):

- Header:** UnitedHealthcare logo on the left, CO-LOGO on the right.
- Address:** <Plan_Correspondence_Address_1>
- Personalization:** <MAIL_TO_FIRST_NAME>, <MAIL_TO_MIDDLE_NAME>, <MAIL_TO_LAST_NAME>, <MAIL_TO_ADDRESS_LINE_1>, <MAIL_TO_ADDRESS_LINE_2>, <MAIL_TO_CITY>, <MAIL_TO_STATE_CD>, <MAIL_TO_ZIP>
- Questions? We're here to help:** Toll-free <TOLL_FREE_NUMBER>, TTY <TTY_NUMBER>, <OPERATING_HOURS>, <OPERATING_HOURS>
- Member ID:** <MEMBERSHIP_NUMBER>
- Dear <FIRST_NAME>:**
- Welcome:** (Insert for switchers: back) to <UnitedHealthcare>. Medicare approved your enrollment in <PLAN_DESC>. We're glad to have you with us.
- With UnitedHealthcare, you'll find support for what matters, in moments big and small. Review the plan highlights below to help you get the most out of your membership. <Benefit>: The Benefit Highlights document included with this letter outlines commonly used benefits and the amount you'll pay for them. With that, you'll know just what to expect!**
- This is where you are:**
- Progress Bar:** Three steps: 1. Enrollment approved (checkmark), 2. You are here (checkmark, Review this letter <Benefit> and Benefit Highlights), 3. UCard arrives—be sure to activate it (circle).
- Footer:** <Drafting note: MA only> [Your coverage begins <INSURANCE>] Your monthly premium is \$0. [If plan has optional dental rider: You may pay more if you add]
- Bottom Footer:** Y008L_BASSENZVWL_20220114_C [THIS DOCUMENT IS A UnitedHealthcare Individual and Connector Welcome Letter]

Bottom Section (Sidebar):

- United Healthcare logo.**
- <First Name>, Medicare approved your enrollment**
- <First Name>, welcome to <UHC> UnitedHealthcare <Peoples Health> Peoples Health, a UnitedHealthcare company**
- We're glad to have you with us. Sign in to <your plan's website> to view your Welcome Letter <Benefit> and Benefit Highlights for helpful information. <Benefit>: Your Benefit Highlights document outlines commonly used benefits and the amount you'll pay for them—to you'll know just what to expect when your plan starts.**
- Sign in button.**
- If the link above doesn't take you to the My Documents page, please follow these steps to view your Welcome Letter <Benefit> and Benefit Highlights:**
 - If you haven't registered yet, select **Register Now** and use your Medicare number on your red, white, and blue Medicare card to set up your account.
 - Sign into your account.
 - Select the **Coverage & Benefits** tab.
 - Choose **Plan Documents & Resources** on the top menu bar.
 - Scroll down to the **My Documents** section and select **Search Documents** to choose the document you want to view. The newest one is listed at the top.
- We're here to help**
- If you have any questions, please call us toll-free at <TOLL_FREE_NUMBER>, TTY <TTY_NUMBER>, <OPERATING_HOURS>.**

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Healthcare