



Plan Year 2026 Renewal Communications

Overview: Build confidence in UnitedHealthcare brand and Medicare Advantage plans; encourage members to review 2026 plan benefits digitally.

Touchpoints include:

- **Direct mail letter:** Directs members to a renewal landing page through a QR code and a link
- **Email notification:** Directs members to the Prepare for Next Year page on the member site
- **SMS message:** Directs members to the Renewal Resources web page
- **Paid digital:** Displays social media ads that send members and consumers to the Renewal Resources web page
- **Landing page:** Provides deep links to the Prepare for Next Year page

Messaging:

- You can count on UnitedHealthcare for reliable Medicare coverage now and as your needs change
- Thank you for your membership
- Please review 2026 benefits

Timing: Outreach starts mid-October and runs throughout AEP

Outcome Goals:

- Help ensure members know how their plan is changing for the 2026 plan year
- Provide reassurance and confidence in their current plan
- Engage plan shoppers and offer other UnitedHealthcare plans

