

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](#) (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]