

PriorityGPS®

Member Engagement Toolkit

PriorityGPS® helps your employees understand and make the most of their health benefits with a dedicated team of Care Navigators supporting their health journey.

Priority Health™

As your partner in health, we put together this set of materials and resources designed to increase employee awareness and engagement of **Priority**GPS and the enhanced and personalized support that comes with it.

Access these resources to help you promote the arrival and availability of PriorityGPS, from the pre-launch stage to the post-launch stage.

What's inside

Pre-Launch | Use these materials four to six weeks prior to launch.

- General Talking Points
- Email Content
- Internal Digital Messaging and Imagery

Launch | Use these materials once PriorityGPS is launched and effective.

- Email Content
- Digital Asset
- Internal Digital Messaging and Imagery

Post-Launch | Use these materials one week post-launch and beyond.

- Email Content
- Internal Digital Messaging and Imagery
- Member Flyer
- Member Video

Pre-Launch Materials

Use these materials four to six weeks prior to launch.

As you're preparing for the launch of **Priority**GPS, we've provided helpful materials to build awareness in the weeks leading up to its launch.

Talking Points

Use these talking points to answer employees' questions about the upcoming arrival of PriorityGPS.

WHAT IS **PRIORITY**GPS?

As a Priority Health member, PriorityGPS offers personalized support to help you understand and make the most of your health benefits. PriorityGPS is part of your health plan, available at no additional cost to you and your family members.

WHEN WILL I HAVE ACCESS TO **PRIORITY**GPS?

Starting, *<insert Priority Health plan effective date>*, you and your family can connect with experienced Care Navigators to receive guidance on benefits and coverage questions.

WHO ARE CARE NAVIGATORS?

Care Navigators are your single point of contact for addressing inquiries regarding health plan benefits and coverage. They may also proactively communicate changes impacting your care and guide you through the next steps concerning your health benefits.

WHAT CAN I EXPECT FROM **PRIORITY**GPS?

- Support finding in-network care across the United States.
- Guidance on understanding coverage to help you plan for your care and avoid unexpected costs.

- Expert care teams to help you understand health conditions and explore available health programs.
- Proactive outreach to clarify and resolve claims and talk you through medical procedures and their follow-up.
- A dedicated team of experienced Care Navigators focused on efficiently answering your benefit and coverage questions.

HOW DO I REACH MY CARE NAVIGATORS?

Support from Care Navigators is available starting, *<insert Priority Health plan effective date>*. You can reach them by calling the number on the back of your new Priority Health Member ID Card.

Email Content

Use the email content below for the pre-launch stage of PriorityGPS at your organization.

SUBJECT LINE

Coming Soon to You … PriorityGPS

HEADLINE AND SUBHEAD

PriorityGPS is almost here. Here's what to expect.

SUPPORTING COPY

Together, Priority Health and *<Insert Employer Name>* have partnered to bring PriorityGPS to Priority Health Members.

With PriorityGPS, members get enhanced and personalized support through a dedicated team Care Navigators focused on helping you make the most of your medical benefits and coverage.

They can help you:

- Understand your benefits and coverage
- Find a doctor or a specialist anywhere in the United States
- Assist you in scheduling a doctor's appointment
- Enroll in available health programs
- Get care at a cost that works for you
- Connect with expert care teams in behavioral health, care management and more

In the coming weeks, here's what you can expect as a Priority Health member:

- An overview with more information on how to use PriorityGPS
- A new member ID card and card carrier with a dedicated PriorityGPS contact number

Our goal in providing you the personalized support and dedicated guidance of PriorityGPS is simple: We're committed to your health, well-being and ensuring you're able to make the most of your care.

Warm regards,
<Leadership Name>

Internal Digital Messaging & Imagery

Reach employees and audiences across a variety of digital channels during the pre-launch stage of PriorityGPS.

Ready-to-go content is available to post to your internal social media channels or share via communications tools (e.g., Teams, Slack, etc.). Have an internal e-newsletter? These posts are also designed to easily insert into emails to help inform employees of the benefits available to them with their Priority Health plan.

Copy and paste the below headline, copy and call to action into your preferred employee communication channel(s).

OPTION ONE

HEADLINE:

PriorityGPS is coming soon.

Enhanced, personalized concierge-level member support starts *<Insert Launch Date>*.

COPY:

PriorityGPS will be available soon to give you easy access to personalized support in navigating the ins and outs of your health coverage, so you can make the most of your benefits.

CALL TO ACTION:

Starting on *<Insert Launch Date>*, get your health

benefit questions answered with the help of a Care Navigator.

OPTION TWO

HEADLINE:
Coming your way soon: **PriorityGPS.**

COPY:
PriorityGPS gives you easy access to personalized member support to help you navigate and make the most of your Priority Health benefits with a dedicated team of Care Navigators.

They can help you:

- Find a doctor or a specialist across the United States
- Enroll in available health programs
- Understand your benefits and coverage
- Get care at a cost that works for you
- Connect with expert care teams in behavioral health, pharmacy
  and more

Care Navigators are ready to support you starting *<Insert Launch Date>*.

OPTION THREE

HEADLINE:
PriorityGPS is getting ready to help you navigate your health benefits.

COPY:

Understanding and making the most of your health benefits doesn't have to be daunting. Especially since PriorityGPS is coming soon to give Priority Health members like you streamlined access to enhanced, personalized support from a dedicated team of Care Navigators.

CALL TO ACTION:

In the next few weeks, Priority Health members can expect:

- A new member ID card and card carrier with dedicated PriorityGPS contact number
- An overview with more information on how to use PriorityGPS

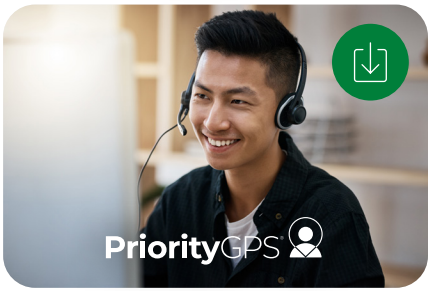
Get your health benefit questions answered with the help of a Care Navigator starting *<Insert Launch Date>*.

IMAGE COMPANIONS









Click to download these images to accompany your posts.

Launch Materials

Use these materials once PriorityGPS is launched and effective at your organization.

Use the following engagement and communications materials internally once **Priority**GPS has officially arrived at your organization.

Email Content

Use the email content below to announce the official arrival of PriorityGPS at your organization.

SUBJECT LINE

What to Know Now That PriorityGPS is Here

HEADLINE AND SUBHEAD

It's time to make the most of your health benefits.

SUPPORTING COPY

It's here! PriorityGPS has arrived and is ready to help you navigate and make the most of your benefits as a Priority Health member.

Healthcare can be confusing, that's why we have dedicated Care Navigators who will partner with you on your health journey.

As your single point of contact, here's some of what to expect from PriorityGPS:

- Support finding in-network care across the United States.
- Guidance understanding coverage to help plan for your care and avoid unexpected costs.
- Expert care teams to help you understand health conditions and explore free health programs.

Call your PriorityGPS Care Navigator using the number listed on the back of your new member ID card or go to *member.priorityhealth.com* to get started.

The arrival of PriorityGPS marks one more way that both we and Priority Health are committed to the betterment of your health, well-being and overall peace of mind. We hope you'll take full advantage of it!

Warm regards,
<Leadership Name>

Digital Asset

A ready-to-use digital display to use both on your company in-person display monitors or intranet site, as a continuous source of information, showcasing the support provided by PriorityGPS.

DOWNLOAD



Image by graphictwister on Freepik here

Internal Digital Messaging & Imagery

Reach employees and audiences across a variety of digital channels when you're ready to announce the launch of PriorityGPS.

Ready-to-go content is available to post to your internal social media channels or share via communications tools (e.g., Teams, Slack, etc.). Have an internal e-newsletter? These posts are also designed to easily insert into emails to help inform employees of the benefits available to them with their Priority Health plan.

Copy and paste the below headline, copy and call to action into your preferred employee communication channel(s).

OPTION ONE

HEADLINE:
Guided. Personal. Support. **Welcome to PriorityGPS.**

COPY:
PriorityGPS is officially here and ready to help you understand and optimize your benefits as a Priority Health member. With personalized access to a dedicated team of Care Navigators, PriorityGPS can assist you in finding in-network care across the country, exploring available care options and much more.

CALL TO ACTION:
Starting today, get your health benefit questions answered with the help of a Care Navigator. Call a PriorityGPS Care Navigator using the number listed on the back of your member ID card.

PriorityGPS Concierge Team Extended Hours:*
Monday–Thursday: 7:30 a.m.-9 p.m. | Friday: 9 a.m. - 8 p.m. | Saturday: 8:30 a.m. - 12 p.m. (ET) | Closed Sunday
*Please note: These hours do not apply to Behavioral Health and care management services

OPTION TWO

HEADLINE:
Understand your health benefits and make the most of them. **PriorityGPS is here.**

COPY:
Starting today, employees enrolled in a Priority Health plan now have access to PriorityGPS. Dedicated Care Navigators are here to answer your questions and help simplify all of the ins and outs of your health benefits, so that you can make the most of your plan as a Priority Health member.

Care Navigators are ready to support you. You can reach out to:

- Find a doctor or a specialist across the United States
- Enroll in available health programs
- Understand your benefits and coverage
- Get care at a cost that works for you

- Connect with expert care teams in behavioral health, pharmacy and more

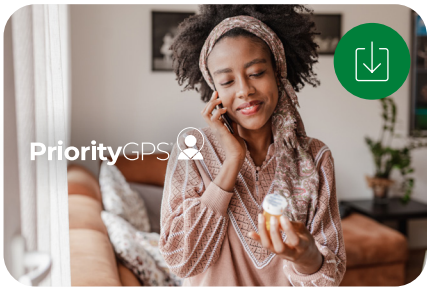
CALL TO ACTION:

Call a PriorityGPS Care Navigator using the number listed on the back of your member ID card.

PriorityGPS Concierge Team Extended Hours:*
Monday–Thursday: 7:30 a.m.-9 p.m. | Friday: 9 a.m. - 8 p.m. | Saturday: 8:30 a.m. - 12 p.m. (ET) | Closed Sunday
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Post-Launch Materials

Use these materials one week post-launch and beyond.

These engagement materials can be included in your internal communication strategy following the launch of **Priority**GPS.

Email Content

Use the email content below after PriorityGPS has officially launched at your organization to remind your team about the arrival, availability and numerous offerings of PriorityGPS.

SUBJECT LINE

Are You Making the Most of Your Benefits with PriorityGPS?

HEADLINE AND SUBHEAD

Understand and make the most of your benefits with PriorityGPS.

SUPPORTING COPY

PriorityGPS offers members simple and convenient support with a single point of contact for understanding and optimizing their health plan benefits.

Here's more of what you can expect from the hands-on guidance and member advocacy that comes with PriorityGPS:

- A dedicated team of experienced Care Navigators focused on efficiently answering your benefit and coverage questions.
- Support finding in-network care across the United States.
- Guidance understanding coverage to help plan for your care and avoid unexpected costs.

- Expert care teams to help you understand health conditions and explore free health programs.
- Proactive outreach and follow-through on claims, preauthorizations, step-therapy and drug formulary changes.

Getting started with PriorityGPS is easy:

- Simply sign up or log in for a Priority Health member account online or in the app.

Call a PriorityGPS Care Navigator using the number listed on the back of your new member ID card with any benefit questions.

We hope you'll take advantage of PriorityGPS as you make the most of your health benefits.

Warm regards,
<Leadership Name>

Internal Digital Messaging & Imagery

Reach employees and audiences across a variety of digital channels for the post-launch stage of PriorityGPS.

Ready-to-go content is available to post to your internal social media channels or share via communications tools (e.g., Teams, Slack, etc.). Have an internal e-newsletter? These posts are also designed to easily insert into emails to help inform employees of the benefits available to them with their Priority Health plan.

Copy and paste the below headline, copy and call to action into your preferred employee communication channel(s).

OPTION ONE

HEADLINE:
Personalized and dedicated Care Navigators with integrated care?
It's what you get with PriorityGPS.

COPY:
From answering benefits and coverage questions to helping you find in-network care across the United States, Care Navigators are here to help Priority Health members like you throughout your health journey with PriorityGPS.

CALL TO ACTION:
For all your benefits and coverage questions, call a Care Navigator using the number listed on the back of your member ID card.

PriorityGPS Concierge Team Extended Hours:*
Monday–Thursday: 7:30 a.m.-9 p.m. | Friday: 9 a.m. - 8 p.m. | Saturday: 8:30 a.m. - 12 p.m. (ET) | Closed Sunday
*Please note: These hours do not apply to Behavioral Health and care management services

OPTION TWO

HEADLINE:
PriorityGPS is now serving: **You.**

COPY:
PriorityGPS comes with a dedicated team of Care Navigators, trained to support you where and when you need it most as a Priority Health member.

Care Navigators are ready to support you in:

- Finding a doctor or a specialist across the United States
- Enrolling in available health programs
- Understanding your benefits and coverage
- Getting care at a cost that works for you
- Connecting with expert care teams in behavioral health, pharmacy and more

CALL TO ACTION:
Get your health benefit questions answered with the help of a Care Navigator. Call using the number listed on the back of your member
ID card.

PriorityGPS Concierge Team Extended Hours:*
Monday–Thursday: 7:30 a.m.-9 p.m. | Friday: 9 a.m. - 8 p.m. | Saturday: 8:30 a.m. - 12 p.m. (ET) | Closed Sunday
*Please note: These hours do not apply to Behavioral Health and care management services

OPTION THREE

HEADLINE:
Need help understanding your health benefits?

COPY:
PriorityGPS is here to help you understand and make the most of your health benefits with the personalized support of a dedicated team of Care Navigators.

Care Navigators are ready to support you. You can reach out to:

- Find a doctor or a specialist across the United States
- Understand a medical bill
- Enroll in available health programs for you and your family
- Get care at a cost that works for you
- Help prevent or manage a chronic condition

CALL TO ACTION:

Call a PriorityGPS Care Navigator using the number listed on the back of your member ID card.

PriorityGPS Concierge Team Extended Hours:*
Monday–Thursday: 7:30 a.m.-9 p.m. | Friday: 9 a.m. - 8 p.m. | Saturday: 8:30 a.m. - 12 p.m. (ET) | Closed Sunday
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Member Flyer

Designed for digital distribution, this informative flyer can also be printed to help your HR team educate employees on what to expect with PriorityGPS. Consider it additional support to promote overall employee well-being.



Member Video

Intended to further educate and promote the arrival and benefits of PriorityGPS, this video can be shared via your various internal digital channels.

DOWNLOAD

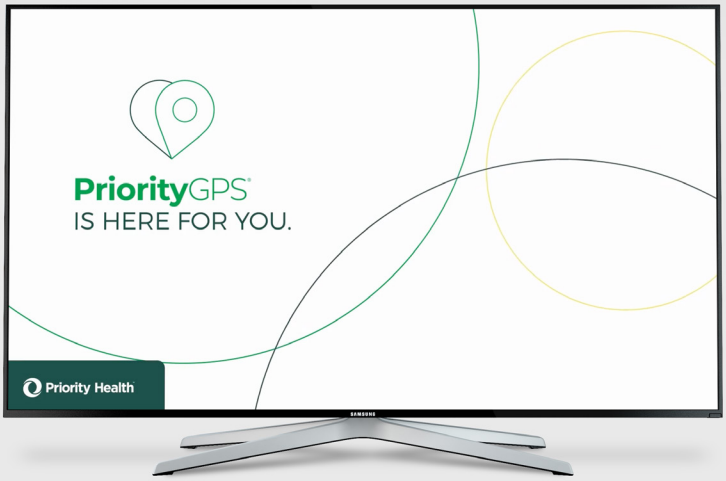


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We make member engagement a priority.

Thank you for helping us keep your employees engaged in their health plan. We hope you find value in every resource in this toolkit. Feel free to contact us for more opportunities to keep your workforce healthy and engaged.

PriorityGPS® | Priority Health™

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