

New Member Welcome Email

Overview: Invite new members to register on the member website and provide them with important information in their first enrolled month.

Key objectives:

- Encourage members to register on plan website
- Inform member how to fill their first prescription
- Tell member about OptumRx home delivery
- Promote the tools and capabilities available on the member website

Timing: Emails sent to AARP PDP plan members with email on file within their first month of coverage.

Outcome goals: Welcome member to their plan, encourage website registrations, share how to fill your first prescription, ways to save on prescription drugs and encourage online self-service.

