

Program Mailings

UnitedHealthcare® HouseCalls, UnitedHealthcare Hearing®, Social and Government Referral Assistance programs, etc.

Overview: Introductory campaigns to new members from programs that are included in each plan. Each program is plan specific, and in some cases member specific based on eligibility. Examples are UnitedHealthcare® HouseCalls, Social and Government Referral Assistance, UnitedHealthcare Hearing®, SilverSneakers®, Over-the-Counter Essentials.

Key objectives:

- Educate new members about the programs available to them as part of their plan
- Encourage program engagement and actions to take to get started with the program

Timing: Generally throughout the first few months after plan coverage begins; timing varies by program.

Outcome goals: Drive action and program adoption. Support positive member perception and health care experiences with tailored programs.

Note: More program specific materials can be found on the UHC Toolkit.

