

Blue High Performance NetworkSM

OPEN ENROLLMENT PROMOTIONAL PACKAGE

Thank you for choosing to offer the Blue High Performance Network (BlueHPN) to your employees.

We've created these materials to send to your employees during open enrollment to educate them on how to use this plan and how it differs from the type of plan they are used to. These materials are designed to help them decide to choose BlueHPN.

RESOURCES AT A GLANCE

General informational flyer: This includes high-level information about BlueHPN and what your employees should consider when choosing this plan.

BlueHPN vs. PPO plan comparison flyer: Review a side-by-side comparison of BlueHPN and a PPO plan. This flyer includes an example of what member may pay for certain procedures.

Decision help flyer by personas: Read about Han, Anne, and Jim. Their scenarios illustrate common lifestyle considerations and how the BlueHPN may be a fit for their situations.

Content 3 Ways: Copy and paste information into your employee newsletter, email, or website.

Email: Copy and paste information into an email.

Landing page: All of the materials reference this landing page, but you can check it out here, too. premera.com/visitor/bluehpn.

Provider search directory: premera.com/BlueHPNdoctor

- Washington residents select: Heritage Prime (with BlueHPN)
- Non-Washington residents select: Blue High Performance Network

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