

DRIVING MEMBER ACQUISITION, ENGAGEMENT & RETENTION

The healthcare market is evolving and reform continues to bring uncertainty for both carriers and consumers. Despite healthcare's changing landscape, insurance providers must continue to attract and retain health plan members in order to ensure financial success. Member communications play a key

role in driving engagement and help to develop long-term relationships that prevent voluntary disenrollment.



member communications

Printed member communications, in the form of ID cards, welcome letters or membership kits, are the first tangible contact that you'll make with your new members. This first touch is an important one, as it will set the stage for how your members perceive and evaluate your brand.



DRIVE MEMBER ENGAGEMENT

By delivering physical welcome kits to new members' mailboxes, you are instantly educating them on all that your plan has to offer and facilitating better patient outcomes. A simple welcome kit can be the foundation of a strategic engagement plan that, ultimately, helps members make healthier choices over the lifetime of their membership.



BUILD BRAND LOYALTY

A brand is more than just a logo or tagline – it is an experience. Printed member communications can help bring your brand to life, boost your reputation and distinguish you from the competition. The quality of your member ID cards and kits directly reflects on your brand and speaks to the value that your plan brings to its members.



RISE ABOVE THE COMPETITION

In an evolving marketplace rich with competitors, your brand identity must be strong to survive. Welcome kits, ID cards and customized packaging can help you provide a personalized experience while supporting your brand's reputation.

cps cards healthcare solutions

HEALTHCARE ID CARDS | MEMBERSHIP LETTERS | WELCOME KITS

When it is time to select a vendor to produce your member communications, consider CPS Cards.

1234 5678 9012 3456 789

Our team is experienced in providing healthcare card and kitting solutions and we understand the important role that accuracy, timing and quality play in ensuring a positive brand experience for your members.





membership letters

When you want a simple solution for fulfilling single or multiple healthcare ID cards, our membership letter mailer provides a quick turn, costeffective solution. We can attach from one to four cards, which can be personalized to an individual member, or multiple household members.

COMING SOON – Both letter sizes will be able to accommodate up to 6 cards!





John Q Sample 123 Anywhere Lane Yourtown, ST 98765

Congratulations on earning a healthy reward!

Your reward is located on the enclosed card. See the back side of this card carrier for a listing of some of the items you can purchase.

Your card will only work for covered items at participating stores and online at CPS.

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ard Number: 1234 5678 9012 3456 789

Activate your card at CPSMedicalPlans.com or call 888.888.8888 You need to have your card to complete activation.

34 5678 9012 3456 789 Q Sample

KEEP THIS CARD. Your benefits will reload.

3 Easy Steps To Enjoy Your Benefits:

- 1 Activate your card. Call 1-888-888-8888 (TTY: 888) and enter your plan member ID (some plans require date of birth). Or activate online at cpsmedicalplans.com. Once your card has been activated, you can make purchases with available funds.
- Visit a participating retailer. Use your card at a participating retailer. Swipe your card when paying, and all eligible items up to your available balance amount will be covered.
- 3 Shop with CPS at Home. Use your card to shop online at cpsbenefits.com or over the phone by calling 888-888-8888 to buy eligible over-the-counter (OTC) items delivered to your home.

Card Number: 1234 5678 9012 3456 789

Activate your card at CPSMedicalPlans.com or call 888.888.8888. You need to have your card to complete activation.

1234 5678 9012 3456 789 John Q Sample

Keep this card. Your card is reusable. Your CPS A

KEEP THIS CARD.

Your benefits will reload.



For questions, please contact Member Services at 888-888-8888 TTY: 888

- Your reward must be used within 90 days or it will expire.
- Rewards may not be reissued after they have expired.
- You may only earn one reward per requirement completion per calendar year.



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Thank you for choosing CPS Medical Plans! As a member, you're receiving the CPS Medical Plan CARE Card for completing healthy screenings. You can earn rewards by doing things that help you stay healthy. To earn rewards, all you have to do is complete any of the qualifying screenings that apply to you.

To learn how you can earn rewards, please:

- Visit CPSMedicalPlans.com
- Calling CPS Medical Plans at 888-888-8888

8 ½ x 11 Card **Carrier Letters**

 8 ½ x 14 Card Carrier Letters

Our #10 Large Window Envelope Package printing and fulfillment may also include security labels, inserts and buck slips!



3 Easy Steps To Enjoy Your Benefits:

- Activate your card. Call 1-888-8888 (TTY: 888) and enter your plan member ID (some plans require date of birth). Or activate online at cpsmedicalplans.com. Once your card has been activated, you can make purchases with available funds.
- Visit a participating retailer.
 Use your card at a participating
 retailer. Swipe your card when
 paying, and all eligible items up
 to your available balance amount.
 will be covered.
- Shop with CPS at Home. Use your card to shop online at cpsbenefits.com or over the phone by calling 888-888-888 to buy eligible over-the-counter (OTC) items delivered to your home.



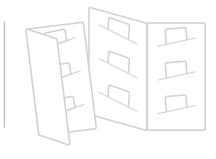
membership welcome kits



A personalized membership enrollment kit can help you provide a new enrollee with a memorable first impression of your brand. Your kit can include everything from membership cards and detailed plan information to fitness trackers and collateral.

7920 Meyrix Court, Suite 100 Allentown, PA 18106 John Q Samfole 123 Anywhere Lane Yourtown, \$1 98765	Congratulations on earning a healthy reward! Your reward is located on the enclosed card. See the back side of this card carrier for a listing of some of the items you can purchase. Your card will only work for covered items at participating stores and online at CPS.	Sign up today and start earning a healthy reward! Enjoy all the benefits of the Altrium Automotive Group Membership Road Rewards Card! 1. Your signature in required to present the application. 2. All information will result in check carbing privilege being refused. 3. In divers (incremister) will result in check carbing privilege being refused. 3. In divers (incremister) will be obtained at the time of application for information for information on check authorization and privacy policides. See back of application for information on check authorization and privacy policides. FOR ROAD REWARDS DISCOUNTS AND REWARDS Please PRINT in Blue of Black ink. Print directly over lettering in boxes below. (One letter per box.) A computer reads this form. The information will be printed exactly as entered on the form.
3 Easy Steps To Enjoy Your Benefits: 1 Activate your card. Call 1-888-888-8888 (TTY: 888) and enter your plan member ID (some plans require date of birth). Or activate online at cysmedicalplans.com. Once your card has been activated, you can make purchases with available funds. 2 Visit a participating retailer. Use your card when paying, and all eligible items up to your available balance amount will be covered. 3 Shop with CPS at Home. Use your card to shop online at cpshenefits.com or over the phone by calling 888-888-8888 to buy eligible over-the-counter (OTC) the	Card Number: 1234 5678 9012 3456 789 Activate your card at CPBMedicaPlant.com or call 888.888.888. Younced to have your card to complete activation. 1234 5678 9012 3456 789 John Q Sample Reap pith card. Your card is reusable. Your Groß Allowance and Vice Park of the CPB Allowance and Vice Park of the Vice Park of the Vice Park of Vice P	Phone Check if you would like to subscribe to our email nevoleter. Date of Birch Signature Dat
ESCPS MEDICAL PLANS 7520 Morris Court, Suite 100 Allentown, PA 18106		

New member kits can be basic or elaborate and can be built according to your budget.



HIPAA COMPLIANT

Our substantial investment in technology and security initiatives helps to safeguard electronic protected health information (PHI) as outlined in the Health Insurance Portability and Accountability Act of 1996. This measure allows us to confidently provide card products to the healthcare industry without the concern of unauthorized access.



EXPERIENCED WITH HEALTHCARE PROGRAMS

We work with a number of MCOs, healthcare providers and insurers to provide printing and fulfillment of ID cards and packages. We also provide counsel to start-up organizations, guiding them in design, form and function of their membership products. Our team of experts will help you understand your options and determine the best products for your program, while ensuring conformity to your budget and timeline.

QUICK TURN TIMES

Our state-of-the-art equipment offers inline capabilities which provide standard next-day turn times and superior accuracy.

benefits kit. We can also include an array of its including inserts, collateral, forms and promotional marketing gifts. Working with cps

QUALITY MANAGEMENT SYSTEM

Our custom-built Quality Management System (QMS) utilizes a camera-verification system that provides a guaranteed card-tocarrier match every time.

HIGH QUALITY PRODUCTS

We use only the highest quality products that will best represent your brand, at a price point that fits within your budget.

CUSTOMIZABLE SOLUTIONS

Every healthcare provider is unique in their offerings, therefore, we provide completely customized programs to help you accomplish your specific goals. We work with programs of all sizes and can provide from one to twelve ID cards per membership kit. We can also include an array of items, including inserts, collateral, forms and promotional marketing gifts.



We make every card count.

CPS Cards is a full-service provider that specializes in streamlining the entire card production process for clients – from printing and personalization to packaging and fulfillment.

cpscards.com | 888.817.8121







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Tel 630.543.2630 **Fax** 630.543.4179