

# Introducing Member Welcome Journeys

We're pleased to launch a series of 6 welcome emails to help your members access useful healthcare information starting 7/1/24.

Topics include:

- Welcome and intro to their online Portal
- Navigating ID Cards
- Registering on the Portal
- Digital ID cards
- Mobile App
- Understanding the EOB

This email welcome journey will be sent to members over the age of 17 whose email address is on file. Members will receive their first email within 3 days of their effective date, and a weekly email after that.

Data on our test group showed access to the portal was almost 2X higher among the groups that received welcome journey emails.

**[Click here to view the emails](#)**

If you would like to opt out of these communications for your member population, please reply to let us know and we'll add that suppression status for you. Not sure if your member emails are getting added? Let's talk!

