

## Our New Online Member Welcome Kit is Here!

We've redesigned our Member Welcome Kit for 2018—putting it online and making it easier for members to get the benefit information they need. Our previous welcome packet—known to many as the “e-kit” —was mailed to members' homes in a USB card carrier. But now with the new online Welcome Kit, members have access to a website that's unique to their plan. They simply log on and access easy-to-navigate sections such as:

- + How your plan works
- + Understanding common insurance terms
- + Ways to save money on health care
- + Using our latest digital tools—from our free mobile app to an enhanced cost-transparency tool
- + And much more

### Advantages of New Kit

- + It's easier for you to distribute the kit to new clients once they are set up with their plan.
- + Members can easily download, print or share information via email directly from the kit.
- + We can track which sections of the kit members use most and adjust content as necessary.
- + The kit is easily updated to reflect new benefits, discounts or other member information as it becomes available.

### It Arrives with a Splash

Even as we move into a digital world, there's still nothing like the feel of a printed piece of mail. That's why members will receive notice of their kit with a beautiful direct-mail piece sent to their home address. The mailer stresses the importance of going online to interact with their kit, and lists the plan-unique website they need to visit.

Although you have to see the actual direct-mailer to appreciate it, we've attached an image for your reference—along with a [sample website](#) for the Member Welcome Kit. We think you'll agree the new kit marks a major step forward in increasing member engagement in their health plan!



Welcome to Tufts Health Plan

Inside: The information  
you need to manage  
your health plan



## Welcome to Tufts Health Plan!

We know managing your health benefits is complicated – so we've created a welcome kit just for you. It's all the information you care about, without any marketing mumbo jumbo.



Tufts Health Plan.  
We're with you.

Get your Tufts Health Plan  
welcome kit today!  
[tuftshealthplan.com/welcome](https://tuftshealthplan.com/welcome)

## Get smart about your benefits.

Visit [tuftshealthplan.com/welcome](https://tuftshealthplan.com/welcome)  
and you'll find:

1. Your plan overview
2. Information about our network
3. Ways to save on care and services
4. Digital tools you'll love
5. Helpful guide to your documents



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Here's a complete guide to your  
new health plan.