



MEMBER ENGAGEMENT

DIGITAL ID CARD

Member engagement has never been more important. It drives better plan performance and better health outcomes.






To help drive member engagement, we're introducing a new approach to our ID cards. As a new standard, we'll be moving to digital ID cards. The following pages include guidance for using and distributing materials with information about how to utilize the digital ID card directly from a smart device or print a physical ID card from the website if needed.

Please contact your account team if you have any questions or would like any additional information. Thank you for partnering with us to create a better experience for your members.

Member engagement

Download the entire kit



Tool	How to use it	Details
Digital ID Card Flyer 	Print and distribute in the office, include as an insert in a mailing or send via email as an attachment.	PDF Dimensions: 8.5x11in 
Digital ID Card Email 	Send information about digital ID cards right to employees' inboxes.	OFT Email 
Digital ID Card Web Copy 	Text and imagery you can use to share information about the digital ID cards. This copy can be dropped into a number of digital properties like company intranet posts or emails.	Word document JPG 