

12-Month Calendar for Promoting Your Portal to Members

As the saying goes “Out of sight, out of mind.” Because awareness is essential to driving portal utilization, it’s important to regularly remind your members about your portal and why they should access it.

Here are different talking points you can use throughout the year to draw members to your portal.

Keep in mind that some of these talking points may not apply to you, depending on what functionality you’re licensing from Health Portal Solutions. Contact us if you’re not sure.

01
January

1. New year, new benefits. Log into your portal to learn about, use, and manage your healthcare.
2. Got a question about your health plan benefits? Save yourself a phone call, log into our portal, and send us your questions through the Secure Mailbox. We’ll be watching for your message and respond with an answer.
3. Need some help with your health goals? Log into our portal to access practical, informative articles and videos about improving your personal health.

02
February

1. You’ll love how easy it is to use our mobile-friendly portal.
Just use the browser on your device to log in, and our portal will automatically resize to fit your screen.
2. Choose a doctor that you’ll love.
Log into our portal to look for a covered healthcare provider that will fit your needs.
3. Show yourself some love by taking care of your heart.
Log into our portal to learn how to improve your heart health.

03
March

1. Time for spring cleaning your healthcare documents! Rather than keeping paper copies, access your EOBs, plan documents, and ID cards online in our secure portal. Plus, opt out of mailed EOBs in our portal. This will reduce clutter in your home, save paper, and keep your information secure. Access your documents online today.
2. March forth and register for our member portal. You’ll get fast and easy access to important health plan and wellness information 24/7!
3. Hop on into our portal to see your latest healthcare data and personalized wellness tips.
Log in at **(your portal URL here)**.
4. Traveling for spring break? Remember to bring your health plan ID card wherever you go.
Access your ID card any time by logging into **(your portal URL here)**.
5. Suffering from loss of sleep? Log into our portal to learn how you can get more (and better) rest.

04
April

1. No joke – registering for our portal is super easy.
Visit **(your portal URL here)**, click “create new account”, and complete the registration form.
2. No joke – opting out of mailed EOBs is super easy.
Just log into **(your portal URL here)**, go to EOB Preferences, and click “opt out”.
3. Tax Day giving you a lot of stress?
Log into our portal to learn helpful tips to reduce stress and improve your mental health.
4. Has spring sprung your allergies?
Log into our portal to get helpful tips on managing your allergies this spring.



Contact our Marketing Department to review the promotional materials available to you.
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05
May

1. May we invite you into our portal? You'll get fast and easy access to your healthcare information 24/7. Log in at **(your portal URL here)**.
2. If you're struggling with grief, post-traumatic stress disorder, or anxiety, we have resources for you. Log in to our portal to find information for managing and strengthening your mental health: **(your portal URL here)**.
3. Are you moving this summer? Remember to update your address in our portal. Log into **(your portal URL here)** and click the Enrollment tab to submit your change of address.

06
June

1. Summer is here! Remember to bring your health plan ID card wherever you're traveling. Access your ID card any time by logging into **(your portal URL here)**.
2. Out of town and looking for a doctor? Log into our portal to look for a covered healthcare provider near you.
3. Protect yourself from the sun this summer! Log into our portal to get information and tips for protecting your skin and eyes from the sun's rays.

07
July

1. Declare independence from paper health plan documents. Log into our secure portal to have access to your electronic EOBs, plan documents, and other health plan documents.
2. Can't remember which prescriptions you're taking? Log into our portal to get your prescription history and to share it with a healthcare provider or trusted caretaker.
3. Going camping? Log into our portal to get equipped to handle important first aid needs like bug bites and splinters.

08
August

1. Back to school means going back for a checkup. Log into our portal to review your health plan coverage and download your ID card.
2. Are you living in a new place? Log into our portal to look for a covered healthcare provider near you.
3. Uncertain about whether to move forward with a healthcare treatment? Log in to our portal to access decision support tools that will help you make an informed choice.

09
September

1. Can't find your Explanation of Benefits document? Never fear. Just log into **(your portal URL here)** to get your electronic EOB.
2. Does an adult family member need access to your healthcare claim details? Log into our portal and use the Family Settings tool to give your family members access to your healthcare data.
3. Not sure whether to get the flu shot? Log in to learn about side effects and recommendations for getting the flu vaccine.

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10
October

1. Don't let health insurance scare you. If you have questions about your health plan, you can email us any time in our secure portal. Your personal information will remain private and protected.
2. Skip the paper forms and enroll in your health plan online. You'll only see the coverage options applicable to your family, making the process simpler and faster for you! Log in today at **(your portal URL here)**.
3. How worried should you be about your diagnosis? Get the facts first. Log into our portal to get evidence-based diagnosis information.

11
November

1. Do you know how close you are to meeting your deductible? Log into our portal to check your health plan usage before your plan year is over!
2. Log into our portal to verify which health plan benefits you're enrolled in. This will give you a good reference as you enroll in next year's plan benefits.
3. Don't let indigestion prevent you from enjoying the holiday meals. Log into our portal to learn how to manage and prevent stomach issues.

12
December

1. Going home for the holidays? Remember to bring your health plan ID card wherever home is. Access your ID card any time by logging into **(your portal URL here)**.
2. Do you have a question about your health plan benefits? Send us your questions through our web portal Mailbox. We'll respond with the information you need.
3. Wintertime often causes seasonal affective disorder (SAD). Log into our portal to learn how you can prevent depression during the winter months.

Best wishes as you keep your portal top of mind for your plan members!

And remember, if you need any privately branded promotional materials, we can help.

Contact our Marketing Department to review the promotional materials available to you.



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