



2019 Campaign Calendar

Here is the Customer Engagement Program Calendar for 2019. The blue fields are Action-focused engagement, the green fields are Benefit education focused, and orange fields are Content engagement emails.

January	February	March
Welcome 	CDHP Education Direct customers to the Cigna Healthy Learning® tool for more information about their HSA, HRA or Health Care FSA.	Know Before You Go Illustrate different care options (e.g., urgent care, ER) and information when considering each option.
	Content engagement: Strengthening relationships	
April	May	June
Network Education Explain what a network is and why it is important to stay in-network.	Preventive Care* Promote preventive care visits and the health benefits associated with it.	Telehealth Education Explain the telehealth care option and how it can be utilized.
	Content engagement: Positivity	
July	August	September
Registration and App Reminder* Encourage myCigna® registration and/or app download.	Dental Preventive Care Promote dental cleanings.	Year-end Thank You* Thank all customers for being with Cigna.
	Content engagement: Opioid education	
October	November	December
Year-end Thank You* Thank all customers for being with Cigna.	Content engagement: Doing good for others	Flu Vaccine* Discuss the importance of helping to protect against the flu with the flu vaccine.
		Content engagement: Sleep

* Includes direct mail to customers not registered on myCigna.com and email to customers registered on myCigna.com. For all other campaigns, any email address on file is used for these email-only campaigns. Timing and subject matter are subject to change.

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