



Let your employees know
it's time for their Baseline:

Baseline Visit reminder materials



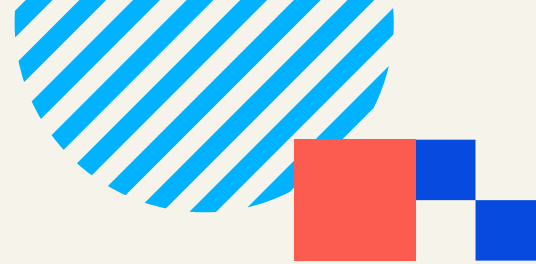


Instructions

To help your employees get the most of their Curative health plan, we want to remind them to complete their Baseline Visit within 120 days from their plan effective date. By completing the Baseline, they'll continue to enjoy \$0 copays and deductibles for all in-network care and preferred prescriptions for the rest of their plan year.

A Baseline Visit can be done virtually and focuses on a member's complete well-being. During the visit, members will meet their Care Navigator to learn how to best utilize their plan and make the most of benefits and resources. As an employer, you'll also get the perk of keeping costs lower by ensuring that your employees are completing their Baseline Visit.

We've prepared some ready-to-use copy to help remind your employees through various channels. By simply copying and pasting the messaging below into the suggested format (email, text, Slack, etc.) you can remind them to complete their Baseline with ease. You'll also find print materials and further resources.



Emails



Timecard Submission Email

Use the text below to copy and paste into a timecard submission email as a way to not only remind your employees to fill out their timecards but also to remind them to complete their Baseline.

New message — ×

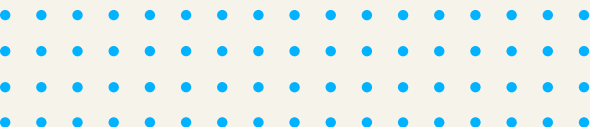
Reminder to all Curative members,

Please complete your Baseline Visit within 120 days of your plan effective date to keep \$0 copays and a \$0 deductible for the year. *For example*, if you started your plan on January 1, 2023, your last day to complete your Baseline Visit is April 30th, 2023. Please take a moment now to schedule your appointment at health.curative.com, or call 855-4-CURATIVE (855-428-7284).

In good health,

Your Curative Care Team

Send >

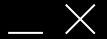




One-off Baseline Reminder Email

Copy and paste this text into an email from your company which will serve as a direct reminder for employees to complete their Baseline.

New message



To all Curative members,

This is a friendly reminder to complete your Baseline Visit with Curative within 120 days of your plan effective date in order to keep your benefit of \$0 copays and a \$0 deductible for the year.

A Baseline Visit is an individualized appointment that focuses on your complete well-being and how to best utilize Curative benefits and resources. The Baseline Visit is zero cost, completely confidential, and your results will have no impact on the cost of your health insurance or premiums.

You can complete your Baseline Visit virtually. There, you will meet your Curative Care Navigator, who will be your first point of contact to onboard with your Curative plan, and will support you throughout your entire journey as a member. You will also have the opportunity to meet with a clinician*, who can help provide a snapshot of your current health, answer any questions, and give individualized recommendations.

If you do not complete a Baseline Visit within 120 days of plan activation date, the out-of-pocket cost for your coverage will increase. You will be subject to a \$5,000 individual/\$10,000 family deductible, along with a \$25 copay.

BASELINE VISIT COMPLETED WITHIN 120 DAYS?	NO	YES
Deductible	\$5000	\$0
Primary/Specialist	\$25/\$50	\$0
Urgent Care/ER	20% coinsurance after deductible	\$0
Preferred Rx	\$50 after deductible	\$0

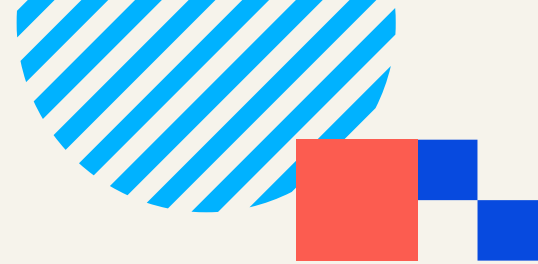
Take action today to ensure you keep your maximum benefits and have the support to reach your health goals.

Book your visit by logging into your member portal at health.curative.com or reach Curative's 24/7 customer support team at: 855-4-CURATIVE (855-428-7284) or health@curative.com. Check out our Baseline FAQs for more information at curative.com/faq

We look forward to seeing you!

Your Curative Care Team

Send ➤



SMS text/Messaging apps:



If you have texting capabilities, utilize the text templates below to send employees a Baseline reminder via text.

Reminder #1 ↘

Hey! We wanted to remind you that your Curative health plan requires a Baseline Visit to keep your \$0 copay and \$0 deductible in-network benefits for the year. Don't miss out on your 120 day deadline! For example, if you started your plan on January 1, 2023, your last day to complete your Baseline Visit is April 30th, 2023. To schedule your visit or for more information, call 855-4-CURATIVE (855-428-7284) or visit health.curative.com

Reminder #2 ↘

Important reminder from your health plan! As a Curative member, you will need to complete a Baseline Visit within 120 days of your plan effective date to keep your current \$0 copay and \$0 deductible rates for in-network care. For example, if you started your plan on January 1, 2023, your last day to complete your Baseline Visit is April 30th, 2023. An incomplete visit will result in a \$5,000 deductible (\$10,000 family) and copays for in-network care. Schedule your visit today by calling 855-4-CURATIVE (855-428-7284) or visit health.curative.com

One pager



You can print this Baseline Visit one-pager to give in-person to your employees or send digitally via email, employee portal etc.



Other Resources

Include these additional Baseline Visit resources by copying and pasting the link into your preferred reminder messaging.

- [Baseline Visit Video](#)
- [Curative FAQs](#)
- [Baseline Visit Webpage](#)

