



## Electronic Post-Enrollment Kits

*Coventry Health Care is "Going Green!"*



Beginning November 1, 2009, Coventry Health Care will be changing its post-enrollment materials distribution process. Members **enrolled and completely processed**, either through a new sale or a renewal, beginning 11/1/09 and after can access their post-enrollment / welcome kit materials electronically via the Internet. Any Member that has been fully enrolled prior to 11/1/09 **will not** have electronic access until their next renewal date. However, any Member that is enrolled and processed in our system on or after 11/1/09 **will** be able to access this site to retrieve their Member documents.

There are many benefits to introducing electronic access. Key advantages for Members include:

- **Fast** – No waiting for a bulky package in the mail. Members have instant (and secure) access to the legal documents of their health plan policy.
- **Convenience and Choice** – Ability to view the documents 24/7, whenever it's convenient. The documents remain available in each Member's personal "cyber library," so they can refer back to the documents again and again. Plus, Members can download the documents to their computer for quick and easy reference.
- **Member friendly** – A simple keyword search enables Members to find key coverage details.
- **Resource friendly** – The electronic version of policy documents saves trees and emissions. Members can print only what they want or need.

For your convenience, we have attached, in the body of the accompanying email Flash, a copy of the letter that will be mailed to Members, **if enrolled on or after 11/1/09**, informing them of this accessibility. This Welcome letter announcing electronic access to documents will be sent in place of the usual heavy package received by Members, but still offers them the means to opt out of this electronic access and choose a physical, traditional kit be sent to them. If you have any questions, please contact your Broker Services Hotline @ 866-287-6597.

Sincerely,

*David Brock*

David Brock

Sales & Marketing Operations Manager

