New Member Onboarding Experience

wellcare™



















Day 0

Days 3-5

Days 4-8

Days 5-9

Days 5-10

Days 7-9

Day 10

Days 10-12

Days 14-18



HRA Point of Sale

by Sales Agent







New member welcome to support member onboarding.



Overview Mailer
Benefits overview
brochure specific to
member's plan.



Member ID Card Supplemental Benefit Card(s)*

Member ID card and supplemental benefit cards applicable to the member's selected plan.



Benefits Welcome Kit Overview Text Welcome kits are a Text with a link to comprehensive orier

Text with a link to benefits overview site specific to the member's plan.

comprehensive orientation package for new members that arrive within 10 days of enrollment confirmation.



Outbound Response (to Welcome Text)

Only for members who text us back in response to the welcome text campaign.



Outreach

Sent to members we are unable to contact via the welcome call as another attempt to engage for onboarding communications.

Type of Touch Point	Timeline	Кеу
Health Risk Assessment (HRA)	Completed at POS by sales agent	Outbound Call
Welcome Text	3-5 days after application date	
Welcome Call	Within 5 days of welcome text being sent out	Mail Piece
Benefits Overview Text	5 days after welcome text	
Benefits Overview Mailer	Sent within 9 days of enrollment confirmation	SMS Message
Member ID Supplemental Benefit Cards	Within 5-10 calendar days of receipt of CMS confirmation of enrollment or by last day of month prior to effective date, whichever is later	
Welcome Kit	Within 10 calendar days of receipt of CMS confirmation of enrollment or by last day of month prior to effective date, whichever is later	All member communications begin after CMS enrollment confirmation. Once CMS enrollment confirmation occurs, the timeline of communications begins.

^{*}Timeline is dependent on enrollment date, which can lead to variations.