



Optimize Content and Design in Member Communication

Improve engagement by tailoring member outreach with language and imagery. Here are eight content and design best practices to ensure messages are clear and meaningful.



Your Annual Wellness Visit is Covered!

Hi Maria,

Did you know that you get an Annual Wellness Visit every year at no cost to you? This visit gives you the chance to talk to your doctor about your health, complete a health history review, and create a personal care plan.

Call your doctor to make an appointment.

Once you get your visit, log in to My Avocado Rewards and to let us know. You can also access tools to help you take care of your health.

[Access Healthy Tools](#)

Need Help Finding a Doctor?

Visit AvocadoHealth.com/find-a-doctor to select one. Or call Avocado Health Customer Service at 1-469-300-6231 (TTY: 711) from 8:00 a.m. to 5:00 p.m CT Monday to Friday.

Get the My Avocado Health App

To download the app, search for My Avocado Health in the Apple App Store or Google Play Store.*

See suggested activities. View personalized health and wellness info. Learn how to manage your health.



*Message and data rates may apply.



Maintain brand guidelines throughout the material, including colors and fonts.



Adjust imagery based on member demographics.



Remind members that it is their benefits.



Keep explanations simple and direct.



Have a clear call to action and make it stand out.



Use an attention-grabbing button to guide users to a single destination.



Share relevant resources to help members self-manage their care.



Direct members to digital tools to reduce costs and burdens on staff.

CONTACT

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Partner with Healthmine's engagement strategists and behavioral scientists to create targeted outreach campaigns.