



An Independent Licensee of the
Blue Cross and Blue Shield Association

October 2019

Federal Employee Program Member Wellness Campaigns Underway

We are launching two Blue Cross and Blue Shield Federal Employee Program[®] (FEP) member direct mail campaigns to educate members on the importance of wellness and completing needed screenings and other preventive care. The goal of this outreach is to enhance our members' health outcomes which are aligned with the Consumer Assessment of Healthcare Providers and Systems (CAHPS) and several Healthcare Effectiveness Data and Information Set (HEDIS^{®1}) quality measures. Our current campaigns include:

Women's Wellness Campaign

FEP-insured women, ages 18-45, will receive our [Women's Wellness brochure](#) in early October. The brochure is designed to educate our female members on a variety of wellness topics including:

- Alcohol Moderation
- Behavioral Health
- Controlling Blood Pressure
- Cervical Cancer Screenings
- Diet and Exercise
- First Trimester and Postpartum Care
- Flu, HPV and Tetanus Vaccines
- HIV Testing
- Sexually Transmitted infections
- Smoking Cessation

Colorectal Cancer Screening Campaign

FEP members who are overdue for their colorectal screening will receive our [Colorectal Cancer Screening Options flyer](#) in early October. This flyer is intended to encourage the member to complete this important cancer screening beginning at age 50 and continuing through age 75. The flyer contains potential screening options for colorectal screenings and recommended frequency for those options. It also encourages members to reach out to their providers regarding which screening approach is best for them.

What You Can Do

You may have patients who will receive our wellness brochure and/or colorectal cancer screening options flyer. These patients may have questions for you as we've suggested they reach out to their provider for more information. Thank you in advance for responding to our members' questions and encouraging them to complete appropriate screenings and other preventive care as needed.

¹HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA).