



Employee Communications for Signature Service

Thank you for purchasing Signature Service. Your employees will appreciate the enhanced level of support they will receive.

Using materials in your workplace will help drive awareness of this program.

In addition to this support piece, your Signature Service toolkit includes an email template; employee flyer, poster, and table tent card; digital ad files; a TV monitor ad; and a pre-recorded presentation.

For your convenience, this document also includes recommended messaging for:

1. **Long-Form Communications** such as *newsletters, blogs and emails*
2. **Short-Form Communications** such as *flyers, social posts, web banners and web links*

***Insert your plan name and Group Administrator phone number as needed:**

1. Long-Form Communications: V1

Use this language in newsletters, emails and longer blog posts

We know you want to get the most out of your health care coverage. And prompt answers to your questions can help simplify your care journey. That's why we are proud to collaborate with Blue Cross NC in offering the best-in-class Signature Service program. With Signature Service, you will have free access to advisors for expert help – by phone, chat or email – selecting the best care and cost options for your specific needs; making informed health care decisions; and assistance with appointment setting, claims, billing and more!

Whether you need one-on-one guidance, medical advice from registered nurses, help using Blue ConnectSM (for things like viewing benefits, searching for providers and using cost comparison tools), Signature Service is here to help.

Providing an enhanced level of personalized customer support designed around your specific health care needs, Signature Service empowers both new and existing Blue Cross NC members with the resources needed to manage your health.

Signature Service also offers extended hours (Monday through Friday, from 8:00 a.m. – 9:00 p.m.) and coordination across all covered services. Please consider us your 'go-to' resource when you have questions about your health insurance plan or your health care needs in general.

Get started today by calling [*insert your company's dedicated Signature Service phone number]

or

Get started today by calling the phone number on the back of your membership ID card.

You can also visit BlueCrossNC.com/SignatureService to learn more about how Signature Service can support you.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) provides Signature Service for your convenience and is not liable in any way for services received. Decisions regarding your care should be made with the advice of a doctor. Blue Cross NC reserves the right to discontinue or change the program at any time.

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2. Short-Form Communications: V1

Use this language in flyers or accompanied with images for social posts

Enjoy the benefits of best-in-class service! Connect with Signature Service advisors for expert help by phone, chat or email. As a Blue Cross NC customer, you have free access to one-on-one guidance finding the best care and cost options; advice from registered nurses; help with appointment setting, claims, billing and more. Learn more today at: BlueCrossNC.com/SignatureService.

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Short-Form Communications: V2

Use this language in flyers or accompanied with images for social posts

Expert one-on-one guidance to feel confident in your health care decisions! Connect with Signature Service advisors for help by phone, chat or email. As a Blue Cross NC customer, you have free access to help finding the best care and cost options; advice from registered nurses; assistance with appointment setting, claims, billing and more. BlueCrossNC.com/SignatureService.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) provides Signature Service for your convenience and is not liable in any way for services received. Decisions regarding your care should be made with the advice of a doctor. Blue Cross NC reserves the right to discontinue or change the program at any time.

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Short-Form Communications: V3

Use this language in web banners or web links

Get the most out of your health care coverage at no additional cost with Blue Cross NC's enhanced level of personalized customer support, Signature Service.

[No Need for Disclaimer]