

FEDVIP Patient Email Template

Audience: Existing patients who are current FEDVIP members through VSP, are either happy with their plan or may want to enroll, and those who are not currently FEDVIP members

Email subject: Choose VSP during FEDVIP Open Season this fall

Email body:

Hi [PATIENT NAME],

Thank you for being a patient at [PRACTICE NAME]. We value our relationship and the opportunity to provide you with assistance for your eye care and eyewear needs.

I want to take a moment to share some important information as Open Season is approaching for the Federal Employee Dental and Vision Insurance Program (FEDVIP).

If currently enrolled in VSP through FEDVIP, you don't need to lift a finger to keep the same great benefits for 2023. No action is needed if you're happy with your plan. If you're considering upgrading to VSP's High Option Plan or you are not currently enrolled, consider choosing VSP during Open Season. . FEDVIP members who enroll in VSP save an average of \$712* on essentials like an eye exam and eyewear. VSP offers a Standard Option and a High Option plan.

Open Season runs from November 14 to December 12, 2022 (midnight EST). FEDVIP Open Season allows federal employees, retirees, their families, and family of military (TRICARE) to select VSP® vision coverage as part of their health benefit offerings.

We appreciate you being a valued VSP member. For more information on FEDVIP and to learn more about VSP's plans, visit choosevsp.com/os.

Sincerely,

Dr. [NAME]

[PRACTICE NAME]

[PRACTICE NUMBER]

*Comparison based on national average for comprehensive eye exams and most commonly purchased brands.