

## BROKER NEWS

**November 20, 2020**

### 2021 “WELCOME TO THE PLAN” INFORMATION

To help communicate with new members or members with a plan change, we’ve created welcome landing pages with general plan information traditionally shared in-person or at enrollment meetings.

There are four Welcome pages to choose from depending on the product purchased:

- ✓ [HPN HMO](#)
- ✓ [HPN Balance HMO](#)
- ✓ [HPN POS](#)
- ✓ [SHL PPO](#)

#### What’s included on the Welcome pages?

- Videos highlighting general plan benefits, things to consider when choosing a plan, and the ABC’s of a Health Plan (basic plan terminology, such as what’s a deductible)
- Key highlights about each plan type
- Health and wellness services available with the plan
- Digital options available to get health information on the go

We encourage you to use these website links in communication with your clients and their employees to help them make informed decisions about their plan. Remember, these landing pages only include general information by plan type and do not include detailed benefits.

We will continue to add content to these pages. Please reach out to your sales/accounts team for additional ways HPN and SHL can help you connect with your clients and their employees digitally.



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