



August 8, 2019

## Email campaign to promote a new provider search feature: Favourites

Sun Life is redefining benefits in the digital age with smart, accessible services that deliver better value and help benefit dollars work harder. We've added a new feature to our provider search tool. Plan members will now be able to mark any health-care providers they use as a "favourite" and view them all in one place.

We're launching an email campaign this August to reach out to plan members who have made a claim in the past 12 months. The email will focus on how provider search can help plan members find highly rated, lower-cost providers and showcase the new Favourites feature. In addition, the email will be customized to whether or not the plan member has used provider search before. You can see examples of the email being deployed [here](#).

Sun Life's provider search empowers plan members, through cost and ratings transparency, to make more informed health-care choices for themselves and their families. Plan members can use this useful cost information to cross-compare. This information can help them save money for themselves (through lower co-payments) and improve plan sustainability. For added convenience, plan members can also request appointments directly in the tool.

### Questions?

Contact your Sun Life Group Benefits representative.