
File Name: HF MA Breast Cancer Email 2 / Version 2 (logistical barriers)

Format: Email

Brief, [Copy needs](#)

Logistical barrier SL

Subject line: Don't delay. It's easy to book your mammogram today.

Preheader: Preventive screenings are important for your health and wellbeing.

Psychological barrier SL

Subject line: Don't delay. Mammograms can help prevent cancer.

Preheader: Preventive screenings are important for your health and wellbeing.

Headline

Mammograms are important for your health.

Regular screenings can help detect breast cancer earlier, possibly making it easier to treat.

Email body

Talk to your primary care physician (PCP) today about scheduling a mammogram. After your screening, <Health First Health Plans><AdventHealth Advantage Plans> will send you a \$25 gift card.

See a list of other opportunities to earn gift card rewards, visit the **Health and Wellness** page in your online account.

<button> Sign in today

Footer:

Have questions or need help finding a doctor?

<Talk to a member of your AdventHealth Advantage Plans Care Team by calling 877.535.8278, 800.955.8771 (TDD/TTY) Monday through Friday 8 a.m. to 8 p.m. or Saturday 8 a.m. to noon. From October 1 to March 31, we offer extended hours from 8 a.m. to 8 p.m., seven days a week.>

<Talk to a member of your Health First Health Plans Care Team by calling 800.716.7737, 800.955.8771 (TDD/TTY). We are open Monday through Friday 8 a.m. to 8 p.m. or Saturday 8 a.m. to noon. From October 1 to March 31, we offer extended hours from 8 a.m. to 8 p.m., seven days a week.>