

Healthcare Reform Guide

Healthcare reform emails go out every Wednesday. You will usually receive edits the same Wednesday that you have to schedule it out for deployment, so it is top priority.

* Go to the latest Healthcare reform in Silverpop and save a new copy in the current month’s folder (Vendors/MOD/~month~).
* Change the subject’s date to the current week. It should be based on the Monday of the current week (if sent on Wednesday, June 3rd, the email will be ‘Healthcare Reform Update for the week of June 1’).
* Make the copy change in the body of the e-mail. Nothing else has to change about the template.
* Send a test blast to Matt ([matt@modworldwide.com](mailto:matt@modworldwide.com)) and Hilary ([hilary@modworldwide.com](mailto:hilary@modworldwide.com)).
* Once approved, send a test blast to clients Shawnette (RattiganS@AETNA.com) John Dube ([dubeJW@aetna.com](mailto:dubeJW@aetna.com)).
* Make edits as they come until approved to schedule for sending.
* Schedule the e-mails for **30 minutes** after you get the heads up from Hilary.
* The e-mail will go out to 5 lists. They are as follows:
  + HCR LISTS / **HCR\_PMO\_Sept.2013**
  + Student Health / **Student Health HCR 10.13**
  + Middle Market / National MM / **middle market customers June 2013**
  + \_LRB Brokers / **All LRB Brokers**
  + MOD Lists / **New IVL Master Database July 9 2015 11-04-15**
* Schedule each list individually. Then go to Scheduled Mailings and take a screenshot of the 5 scheduled emails. Send this screenshot to Hilary as a confirmation. It should look something like this… 