**EMAIL #1 (GENERAL)**

**Subject line: Time for a health power-up? Schedule your child’s well visit**

Even when children seem healthy, regular checkups still matter. Well-child visits and sports physicals track how your child is growing, keep vaccines on schedule and check in on their mental and emotional health.

They’re a small habit that can lead to big benefits, and they’re included with most Blue Cross Blue Shield of North Dakota (BCBSND) health plans. Here’s what your child unlocks with each visit:

* Protection from preventable illnesses with on-time vaccines and screenings
* Stronger focus and energy by tracking physical and emotional health
* Milestone checks to support healthy growth and school readiness
* Trusted advice on sleep, nutrition, behavior and social changes
* A care team that knows your child and grows with them over time

Think of each well visit as a health power-up that helps your child feel great on and off the field, especially with the school year just around the corner.

**Unlock an extra bonus:** A sports physical can be included with a well-child check, all at the same visit.

Is your child due for a health power-up? [View the checkups and vaccines that help them stay on track.](https://www.bcbsnd.com/members/health-well-being/preventive-care) Visit [BCBSND.me](file:///C%3A%5CUsers%5Cid21256%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5C5N3LOHB2%5CBCBSND.me) to find a provider or schedule care.

**EMAIL #2 (BACK TO SCHOOL)**

**Subject line: Level up your child’s health before school starts**

School’s just around the corner, which makes now the perfect time to schedule your child’s visit and sports physical.

These visits are more than just a formality. Think of them as a seasonal health power-up that helps your child level up with more energy, focus and confidence as they enter a new school year.

And the best part? These visits are included with most Blue Cross Blue Shield of North Dakota (BCBSND) health plans. Parents can even add a sports physical to your well-child check – all at the same visit. It’s like unlocking a bonus level!

Here’s what your child unlocks with each well-child appointment:

* School and sports clearance to start the year strong
* Early detection of potential health issues
* Milestone check-ins to track growth and development
* Support for mental and emotional well-being
* Helpful tips on sleep, nutrition and daily routines

A quick visit now can help your child feel their best on and off the field when school kicks off.

Go to BCBSND.me to find care options, tools and support to help your child thrive at every stage.