**Welcome letter**

Take your routine kidney urine test from the comfort of your home at no cost

Dear <<firstName>>,

We at Capital Blue are committed to helping you receive the best care with simple and convenient solutions. As part of that commitment, you will soon receive Minuteful Kidney - a preventive at-home test that checks for kidney damage.

**Staying on top of your kidney care**

You are at increased risk for kidney disease if you are living with diabetes, high blood pressure or a family history of kidney disease. When detected early with a simple urine test like Minuteful Kidney, kidney disease can be managed to help avoid future health concerns such as heart problems or dialysis.

**The benefits of our at-home test**

* The kit is offered to you at no cost, as part of your health plan benefits
* It is easy to complete in just a few minutes from home, instead of going to the lab
* The test provides instant results and recommendations you can share with your doctor

If you have any questions, call Healthy.io’s Minuteful Kidney friendly customer service team at 844-688-5055, or visit www.minuteful.com/kidney.

Best wishes,

Your team at Capital Blue

*Minuteful Kidney is a product manufactured and managed by Healthy.io, an independent service provider for Capital Blue. The home-testing device is FDA cleared.*

**Delivery notification letter**

Your free health test kit is on its way

Dear <<firstName>>,

Your Minuteful Kidney test kit is on its way, and should arrive at your door in the next few days.

<Graphic element: picture of the padded envelope>

The kit you will receive comes with easy-to-follow instructions for you to perform a urine test in the comfort of your home and receive real-time results to securely and easily share with your doctor.

The test kit is part of the Minuteful Kidney service offered by Capital Blue to complete your annual kidney test from home. It is offered to you at no cost, as part of your health plan benefits.

If you have any questions about the test or receiving your free testing kit, we are happy to help. Call Healthy.io’s Minuteful Kidney customer service team at 844-688-5055 or visit www.minuteful.com/kidney.

Best wishes,

Your team at Capital Blue and Minuteful Kidney.

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### **Delivery notification email**

**Subject: Your Minuteful Kidney kit is on the way!**

**Preview text: Get ready to test your kidneys**

Dear <<firstName>>,

We at Capital Blue are committed to helping you receive the best care with simple and convenient solutions. As part of that commitment, you will soon receive Minuteful Kidney - a preventive at-home test that checks for kidney damage.

**Great news! Your Minuteful Kidney kit is on the way and should arrive at your door in the next few days.**

The kit you will receive comes with easy-to-follow instructions for you to perform a urine test in the comfort of your home and receive real-time results to securely and easily share with your doctor.

**What's next?**

Download the Minuteful Kidney app that will guide you through the test. That way you’ll be ready to go once your kit arrives:

[Download to start]

**Have questions?**

Our friendly customer service team is always ready to help. Please feel free to reach out to us at 844-688-5055, or visit our website at: www.minuteful.com/kidney.

Best wishes,

Your team at Capital Blue and Minuteful Kidney.

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**Kit Leaflet**

<Side 1>

Complete your urine health test in 5 minutes

<QR CODE>

Scan to start

Your personal test code is located on the other side

<Side 2>

**Test your kidneys in 3 simple steps**

1. **Download App**

Search ‘Minuteful - Kidney Test’ app in the App Store or Google Play, or scan the QR code on the first page. If you do not own a smartphone, you can use the app on a friend’s or family member’s phone.

1. **Complete Test**

Open the app and meet our virtual nurse, Emily. She will guide you through the test step by step.

1. **Get Results**

You will receive your test results immediately in the app. You can easily and securely share them with your doctor.

<side 3>

**FAQs**

**Why am I receiving a Minuteful Kidney test?**

Doctors recommend taking this if you are at risk of kidney disease. Risk factors include: diabetes, high blood pressure, or a family history of kidney disease, among others. It is important to detect any signs of damage so it can be managed and treated.

**When should I take this test?**

It’s best to take the test in the morning but you can take it at any time of day. It only takes 5 minutes to complete.

**What is this test for?**

Similar to a test in a lab, the FDA-cleared Minuteful Kidney test measures the amount of protein in your urine. Elevated levels of protein in your urine may be a sign that your kidneys are not working as well as they should.

**Is my information safe?**

Protecting your privacy is our top priority. Capital Blue has only provided us with the essential information needed to contact you for this service. We follow strict data rules and regulations to keep your information safe.

**What if I’m not great with technology?**

The test is really simple. You'll receive clear instructions, so even if you're not comfortable with technology, you should be able to perform the test without any problems. If you ever need more help, our customer service team is always available to assist you.

**What do I do with my results?**

Once you get your results you’ll be shown a video of a doctor explaining them. It is important you share these results with your doctor to ensure that you receive appropriate treatment.

<side 4>

**This is your personal invite code.**

[XXXXXXXXXX]

Make sure to keep this code until you complete the test and use it if prompted.

If you have any questions about your test kit, we are happy to help.

Call Minuteful Kidney’s customer service team at 844-688-5055.

### **Kit arrival SMS**

Your Minuteful Kidney test should have arrived.

To start, download the test app here:

<link to download app>

For help, or if your kit hasn’t arrived, call 844-688-5055.

Reply STOP to stop Healthy.io texts

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### **Kit arrival email**

**Subject: Capital Blue: Your Minuteful Kidney kit should have arrived!**

**Preview text: Take the first step towards better kidney care**

Dear <<firstName>>,

**Your Minuteful Kidney should’ve arrived by now.**

To get started, please download the Minuteful Kidney test app that will guide you through the test step by step.

[Download here]

We recommend keeping the kit in a handy place, such as your bathroom, so that it’s easily accessible for whenever you’re ready to take the test.

**If your kit hasn’t arrived or if you have any questions,** feel free to contact our customer service team at 844-688-5055. We’d be happy to help.

Best wishes,

Your team at Capital Blue and Minuteful Kidney.

*If you no longer wish to receive emails from Healthy.io’s Minuteful Kidney, click the unsubscribe button below*

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### **Follow-up email 1**

**Subject: Capital Blue: awaiting your Minuteful Kidney results**

**Preview text: Make sure your kidneys get the right care**

Dear <<firstName>>,

This is a friendly reminder to complete the Minuteful Kidney test you received in the mail.

This simple urine test is the first step to staying on top of your kidney health and it only takes a few minutes.

**Start the test.**

Download the Minuteful - Kidney Test app onto your phone to get started

<download now>

**Hear from others who completed the test**

\*\*\*\*\* “It was quick and easy. I found this much better than having to go to a lab to have it done.”

\*\*\*\*\* “This is the easiest way to check how your kidneys are functioning. Then, all you do is take it to your doctor and talk to them about your kidneys and what you can do to keep them functioning”.

\*\*\*\*\* “The test was set up and organized so simply, I found it very easy to take. Very good!”

If you have any questions, call Healthy.io’s Minuteful Kidney friendly customer service team at 844-688-5055, or visit www.minuteful.com/kidney.

Best wishes,

Your team at Capital Blue and Minuteful Kidney

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**Follow-up email 2**

**Subject: Capital Blue: Your at-home test results are 5 minutes away**

**Preview text: Take your Minuteful Kidney test today**

Dear <firstName>,

Taking your urine test is the easiest way to find out how your kidneys are doing. Listen to Andrea’s story about how the Minuteful Kidney test has helped her take the first step towards better kidney health.

[Link to [Andrea’s video testimonial](https://vimeo.com/710041317) + image]

“I want to test like this all the time. It’s from the privacy of my own home and I get the results right away.”

**Try it yourself**

Download the Minuteful Kidney app to start your test today

[Download now]

Like Andrea, countless others have completed their tests and are getting the treatment they need.

If you have any questions, call Healthy.io’s Minuteful Kidney friendly customer service team at 844-688-5055, or visit www.minuteful.com/kidney.

Best wishes,

Your team at Capital Blue and Minuteful Kidney

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### **Follow-up email 3**

**Subject: Capital Blue: Don’t miss the chance to stay on top of your kidney health**

**Preview text: Last 20 days to take your kidney test**

Dear <First Name>,

**You only have 20 days left to complete your Minuteful Kidney test.**

**Take action now**

Download the app to start your test today. A five-minute bathroom break is all it takes.

[Download app]

**Make sure you know how your kidneys are doing**

The Minuteful Kidney test will give you immediate clinical-grade results about your kidney damage.

If you have any questions, call Healthy.io’s Minuteful Kidney friendly customer service team at 844-688-5055, or visit www.minuteful.com/kidney.

Best wishes,

Your team at Capital Blue and Minuteful Kidney

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### **Follow-up email 4**

**Subject: Capital Blue: you have 2 days left to complete your Minuteful Kidney test**

**Preview text: Don’t miss your chance to test from home**

Dear <<firstName>>,

There are only two more days left to take your test.

Countless Americans have already completed their Minuteful Kidney test and are getting the treatment they need.

**Don’t miss out!**

Download the Minuteful Kidney app to start your test now:

[Download now]

“I definitely prefer to use the kit at home than going to a clinic because I can schedule it on my time”

* Mark, Minuteful Kidney user

If you have any questions, call Healthy.io’s Minuteful Kidney friendly customer service team at 844-688-5055, or visit www.minuteful.com/kidney.

Best wishes,

Your team at Minuteful Kidney

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### **Last chance letter**

Time is running out to complete your Minuteful Kidney home test

Dear <<firstName>>,

**This is your last chance to test from home.**

Your Minuteful Kidney kit will expire in a few days so don’t miss your chance.

**The test is important**

It’s the easiest way to complete a kidney test which will help assess your kidney damage. The test will help you find out how your kidneys are doing and get the right care if needed.

**Get started**

Scan the QR code with your phone camera to download the app

 {{Insert QR Code}}

If you have any questions, call Healthy.io’s Minuteful Kidney friendly customer service team at 844-688-5055, or visit www.minuteful.com/kidney.

Best wishes,

Your team at Capital Blue and Minuteful Kidney’s Healthy.io.

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### **Reminder and Support Texts**

| **Follow up SMS 1** | Capital Blue: Don’t forget your home test.Your reserved kit can be used for a limited time so make sure to take your test today: <link to download app>Reply STOP to stop Healthy.io texts |
| --- | --- |
| **Follow up SMS 2** | Capital Blue: Reminder to take your Minuteful Kidney home test. Test your kidneys with a 5-minute testClick here to start: <link to download app>Reply STOP to stop Healthy.io texts |
| **Follow up SMS 3** | Capital Blue: Need help downloading the Minuteful Kidney app? Call our customer support team now at 844-688-5055. Reply STOP to stop Healthy.io texts |
| **Follow up SMS 4** | Capital Blue: Did you take your Minuteful Kidney test yet? Thousands have already done theirs and are receiving the care they need. Try it yourself: <link to download app>Reply STOP to stop Healthy.io texts |
| **Follow up SMS 5** | Capital Blue: Do you need help getting started with the Minuteful Kidney test?Call our customer support team now at 844-688-5055. Reply STOP to stop Healthy.io texts |
| **Final X days SMS**  | Reminder: Your Minuteful Kidney service is ending in X days.To use this no-cost service, download the app: <link to download app>Reply STOP to stop Healthy.io texts |
| **Final 2 days SMS**  | Capital Blue: Only 2 days left to take your kidney test from home - don’t miss it!Get the Minuteful Kidney app to start: <link to download app>Reply STOP to stop Healthy.io texts |
| **Verification SMS**  | It’s time to open the app and start the test. <link to the app> We're here to help if you have any questions.Reply STOP to stop Healthy.io texts  |
| **Help with downloading the app**  | Following our call, this video will guide you on how to download the Minuteful Kidney app onto your phone. Click here to watch:<linkvideotodownloadapp> |
| **Download app** | Capital Blue: Get ready to start your Minuteful Kidney urine test. Please click this link <link to download app> to download the Minuteful Kidney test app. |
| **Customer service contact details** | [Healthy.io](http://healthy.io/) - Minuteful Kidney Customer Support: We are available Monday-Friday, 9:00am-8:00pm ESTPhone: 844-688-5055Email: support-us@minuteful-kidney.comLive chat with us using our Minuteful - Kidney Test smartphone appReply STOP to stop [Healthy.io](http://healthy.io/) texts |

### **App Results Letter - Abnormal**

Dear <<firstName>> <<lastName>>

Thank you for completing your Minuteful Kidney test.

Your test result indicated a <<resultEn>> albumin-to-creatinine ratio (ACR) level.

This means that albumin was detected in your urine. Albumin is a type of protein that is present in your blood but should not be in your urine. When albumin is found in your urine, it indicates a possible damage to your kidneys.

**It is highly recommended that you follow up with your doctor for further tests to look after your kidney health.**

--------------------------SHOW THIS PART TO YOUR DOCTOR-----------------------

Dear doctor,

**Your patient completed a home albumin-to-creatinine ratio (ACR) test on {TEST DATE}. The result was:**

| TEST | RESULT | REFERENCE RANGE |
| --- | --- | --- |
| Urine albumin:creatinine ratio | testIndicationEn | * Normal: < 30 mg/g
* Abnormal= Moderately increased albuminuria: 30-300mg/g
* High abnormal= Severely increased albuminuria: > 300 mg/g
 |

**Test background:**

This evaluation was performed as part of a Capital Blue population health initiative to increase preventive kidney testing using the FDA-cleared urine ACR home-testing device, Minuteful - Kidney test.

As recommended by Kidney Disease Improving Global Outcomes (KDIGO), the American Diabetes Association (ADA), and the the National Kidney Foundation (NKF), your patient’s ACR test results are presented in one of three categories to stratify their risk for cardiovascular and renal damage.

Thank you for your time and attention.

Sincerely,

Jonah Mink, MD, Medical Director - Healthy.io

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### **App Results Letter - Normal**

Dear <<firstName>> <<lastName>>

Thank you for completing your Minuteful Kidney test.

Your test result indicated <<resultEn>> albumin-to-creatinine ratio (ACR) level.

This means that albumin was not detected in your urine. To protect your health, make sure you share the results with your doctor.

--------------------------SHOW THIS PART TO YOUR DOCTOR-----------------------

Dear doctor,

**Your patient performed a home albumin-to-creatinine ratio (ACR) test on {TEST DATE}. The result was:**

| TEST | RESULT | REFERENCE RANGE |
| --- | --- | --- |
| Urine albumin:creatinine ratio | testIndicationEn | * Normal: < 30 mg/g
* Abnormal= Moderately increased albuminuria: 30-300mg/g
* High abnormal= Severely increased albuminuria: > 300 mg/g
 |

**Test background:**

This evaluation was performed as part of a Capital Blue population health initiative to increase preventative kidney testing using the FDA-cleared urine ACR home-testing device, Minuteful - kidney test.

As recommended by Kidney Disease Improving Global Outcomes (KDIGO), the American Diabetes Association (ADA), and the the National Kidney Foundation (NKF), your patient’s ACR test results are presented in one of three categories to stratify their risk for cardiovascular and renal damage.

Thank you for your time and attention.

Sincerely,

Jonah Mink, MD, Medical Director - Healthy.io

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**PCP Fax Results letter**

[Minuteful Kidney logo]

**Patient Details**

Full name: {FIRST NAME} {LAST NAME}

Date of birth: {DOB}

Test date: {TEST DATE}

**Your patient performed a home albumin-to-creatinine ratio (ACR) test and requested that the results be shared with you.**

| TEST | RESULT | REFERENCE RANGE |
| --- | --- | --- |
| Urine albumin:creatinine ratio | testIndicationEn | * Normal: < 30 mg/g
* Abnormal= Moderately increased albuminuria: 30-300mg/g
* High abnormal= Severely increased albuminuria: > 300 mg/g
 |

**Test background:**

This evaluation was performed as part of a Capital Blue population health initiative to increase preventative kidney testing using the FDA-cleared urine ACR home-testing device, Minuteful - kidney test.

As recommended by Kidney Disease Improving Global Outcomes (KDIGO), the American Diabetes Association (ADA), and the the National Kidney Foundation (NKF), your patient’s ACR test results are presented in one of three categories to stratify their risk for cardiovascular and renal damage.

Thank you for engaging with your patient around this important health assessment.

Sincerely,

Jonah Mink, MD, Medical Director - Healthy.io

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**Post test flow - sent only to members with abnormal or high abnormal ACR results**

* The objective of this communication flow is to encourage members to follow up with their PCP on their results so they can take the right next steps.
* Flow ends if members indicate that they scheduled time with their PCP, or that they would like to opt out from the remainder of the flow.
* Only sent to members with abnormal/high abnormal results.

Text Message 1:

Capital Blue: Kudos for completing the Minuteful test. It’s important now to schedule a meeting with your doctor to make sure you receive the right care. If you already scheduled time - reply 1.

Reply STOP to stop Healthy.io texts.

Text Message 2:

Capital Blue: Make sure to follow up with your doctor to get the best care.

Reply 1 if you already scheduled time. If not - please make sure to do so today.

Reply STOP to stop Healthy.io texts.

Push notification 1:

Have you followed up with your doctor to review your results? If you haven’t, schedule an appointment today.

Push notification 2:

Based on your results, it’s important to follow up with your doctor. If you haven’t so far, schedule an appointment today.

Email

Subject: Capital Blue: Follow up on your Minuteful Kidney test results

Preview text: See a doctor to get guidance on next steps

Dear <<FIRSTNAME>>,

It’s been a few days since you’ve taken your Minuteful Kidney test and we want to make sure you know what’s next.

Based on your results, it’s highly recommended to discuss these results with a doctor and receive guidance on next steps. When detected early, kidney disease can be managed to help avoid future health concerns such as heart problems or dialysis.

If you have any questions, call Healthy.io’s Minuteful Kidney friendly customer service team at 844-688-5055, or visit www.minuteful.com/kidney.

Best wishes,

Your team at Capital Blue and Minuteful Kidney

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