HealthLiteracyCopilot™ HealthLiteracyCopilot by HealthcareGPS · Version 2026-10

The one-ask gap letter: a quality measure outreach kit

A one-ask letter template, synthetic before and after examples in English and Spanish, the same ask written for a letter, a text and an email, and a gap-letter inventory worksheet. All of it is on this page.

Last reviewed 2026-11-17

A review aid, not an approved template. Screening intervals and eligibility wording stay with your clinical team.

The letter is the ask

Many HEDIS® gaps close only when the member does one thing: get the mammogram, return the FIT kit, get the eye exam or the kidney test. A letter that asks for several things at once makes that one thing harder to find. Measurement year 2026 closes on 2026-12-31, so fourth-quarter outreach is going out now, and measurement year 2027 letters, which feed the 2029 Star Ratings, are drafted in the first quarter.

The one-ask letter template

Every gap letter gives the member these six things, and nothing that competes with them.

- One action, in the first sentence.

- One deadline, as a date.
- One phone number, with TTY.
- What it costs, only if that is true for this member's plan.
- How to get the test or the appointment.
- Help in other languages.

A FIT-kit instruction insert, before and after

A synthetic insert for colorectal cancer screening. Brackets mark what your plan fills in.

Synthetic example: FIT-kit instruction insert. Not a member or patient document.

BEFORE

Our records indicate that you may be due for colorectal cancer screening. Screening options include colonoscopy, CT colonography, stool-based tests such as FIT or FIT-DNA, and flexible sigmoidoscopy. Please discuss these options with your primary care provider and complete your preferred screening at your earliest convenience. You may also be eligible for a wellness reward. If you have already completed this screening, please disregard this letter.

AFTER

Your FIT kit is in this envelope. It checks for signs of colon cancer, at home.

What to do: Use the kit, then mail it back in the prepaid envelope.

By when: Mail it back by [date].

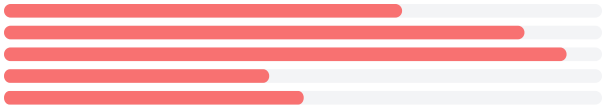
Cost: $0 with your plan.

Questions: Call [phone], free, TTY 711.

Already done? Call us, and we will update your record.

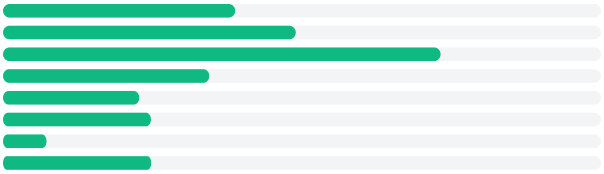
Words per sentence, before and after

BEFORE



66 words in 5 sentences · longest 18 words

AFTER



58 words in 8 sentences · longest 14 words

Each bar is one sentence or line of the synthetic example above, drawn to the same scale. The plain version says the same thing in shorter pieces, each with one job.

What changed and why

1. One action replaces a list of five screening options.
2. A date replaces "at your earliest convenience".
3. The cost line appears only when it is true for the member's plan.
4. The reward moves to its own letter, so it doesn't compete with the ask.
5. "Already done?" gives the member something to do besides ignoring the letter.

A mammogram reminder, before and after

A synthetic reminder. Screening intervals and eligibility wording stay with your clinical team.

Synthetic example: Mammogram reminder. Not a member or patient document.

BEFORE

As part of our commitment to your health, we would like to remind you that routine mammography screening is an important component of preventive care. Please contact your provider to arrange an appointment if you have not had a mammogram within the recommended interval. Additional information regarding covered preventive services can be found in your Evidence of Coverage.

AFTER

It's time for your mammogram.

What to do: Call [imaging center] at [phone] to set up a visit.

By when: Before [date].

Cost: $0 with your plan.

Need a ride or help in another language? Call [phone], free.

What changed and why

1. The ask is the first line.
2. A named place and number replace "contact your provider".
3. The cost line appears only when it is true.
4. Rides and language help remove two reasons to wait.

The FIT-kit insert in Spanish

With usted. A qualified reviewer checks it before you use it.

- Su kit FIT está en este sobre. Sirve para detectar señales de cáncer de colon, en casa.
- Qué debe hacer: Use el kit y envíelo de vuelta en el sobre con franqueo pagado.
- Para cuándo: Envíelo a más tardar el [fecha].
- Costo: $0 con su plan.
- Preguntas: Llame gratis al [teléfono], TTY 711.
- ¿Ya lo hizo? Llámenos y actualizaremos su información.

The same ask in three channels

One ask, written for a letter, a text and an email with HealthLiteracyCopilot's channel formats and checked against each channel's limits. The "Numbers to verify" card lists every date, phone number and cost to confirm before anything goes out. Texts and emails follow your plan's own consent rules.

SYNTHETIC EXAMPLE

One ask

Letter

> Your FIT kit is in this envelope. Use it, then mail it back by [date]. Questions? Call [phone], free.

✓ One action, one date, one phone number

Text message

[Plan]: Your free FIT kit is in the mail. Please use it and mail it back by [date]. Questions? Call [phone]. Reply STOP to opt out.

✓ Segment count shown; opt-out line included

Email

Your FIT kit is on its way.

Use it at home and mail it back by [date]. It costs $0 with your plan.

✓ Subject up to 60 characters; preview up to 90

Channel	Checked against	Text
Letter	One action, one date, one phone number	Your FIT kit is in this envelope. Use it, then mail it back by [date]. Questions? Call [phone], free.
Text message	Segment count shown; opt-out line included	[Plan]: Your free FIT kit is in the mail. Please use it and mail it back by [date]. Questions? Call [phone]. Reply STOP to opt out.
Email	Subject up to 60 characters; preview	Subject: Your FIT kit is on its way. Preview: Use it at home and mail it back by [date]. It costs $0

Channel	Checked against	Text
	up to 90	with your plan.

Gap-letter inventory worksheet

List every outreach letter by measure. Letters with more than one ask, or with no Spanish version, go to the top of the review list. The first row is an example.

Letter	Measure	Grade level	Number of asks	Languages
FIT-kit insert (example)	Colorectal cancer screening	10.8	3	English

Sources

NCQA, HEDIS® and performance measurement, 2026

USPSTF recommendation: colorectal cancer screening, 2021

Questions

Does this kit promise better HEDIS® rates?

No. It helps each letter ask for one thing. Your own gap-closure data shows what changes, and a measured pilot can compare a revised letter with the current one.

Can we put member data in the worksheet?

No. List letter templates only: the letter, its measure and its languages. Never a member's name, ID or results.

HealthLiteracyCopilot™

Next: Get a free assessment of one gap letter

www.healthliteracycopilot.ai/assess

Send a blank template, not a copy with a patient's or member's details.

HealthcareGPS is SOC 2 Type II audited and HIPAA compliant.

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