Understanding Preventive Care Communications toolkit

Resources for empowering healthier employees

Helping your employees assess and understand their overall health can empower them to make positive health care choices that may last a lifetime. And healthier employees foster a positive work environment and can help increase productivity and decreased medical costs for your company.

Promoting Preventive Health

It’s important that your employees are aware of their health care coverage specific to preventive care. This communication Toolkit is a resource to help promote the benefits of preventive care services and contains communications that are customizable and flexible. Here are just a few suggestions on how to put these tools to work for you.

How to help engage your employees

1. Schedule a preventive care presentation at a convenient time for your employees, and allow them enough time to participate. (Presentation template is included in the kit)
2. Promote the value of Preventive Care services and highlight available benefits and coverage using the communication tools provided.
3. Provide ongoing support to your employees in an effort to motivate them to seek preventive services and remind them that their health and well-being are important to your organization.

The toolkit components include:

**Understanding Preventive Care FAQ Flyer: 100-10649** — A flyer designed to highlight the differences between preventive and non-preventive treatment, and address common questions. Distribute through employee mailboxes or use as a PDF for electronic distribution.

**Understanding Preventive Care Poster: 100-10650** — A customizable legal sized poster designed to be displayed in high traffic areas around offices to create awareness of Preventive Care.

**Understanding Preventive Care Emails or Direct Mail Post cards** — Three emails are included with timing recommendations. The messages in these communications could also be provided in direct mail post cards for distribution (contact your SAE for pricing and additional information).

**Preventive Care Employee PowerPoint** — Use this presentation to provide answers to common questions on preventive care.

**Health Care Reform - Preventive Care Video Presentation** — Use this video to provide an overview to the health care reform law and how it applies to preventive care services.


**Preventive Care Video Presentation** — Use this video to provide an overview of preventive versus non-preventive care services with examples of different treatment situations.

www.preventivecare.uhc4health.com
**Preventive Care flyer (all ages):**
100-6807 — Use this overview brochure in addressing national preventive care guidelines and immunization schedules for all age groups.

**Women’s Health: 100-8620** — Use this helpful guide to address the changing health care needs of women - including preventive care, life-stage health, breast care, osteoporosis and menopause.

**Women’s Preventive Health FAQ: 100-11613** — A flyer designed to highlight the specific preventive care recommendations for women, and address common questions. Distribute through employee emailboxes or use as a PDF for electronic distribution.

**Men’s health: 100-8955** — Use this brochure to address national preventive care guidelines and immunization schedules specific to Men’s health.

**Children’s health: 100-10170** — Use this flyer to specifically focus on the preventive care guidelines and immunization schedules for children.

**Preventive Care Website Flyer: 100-10171** — Use this overview flyer to promote the features of our preventive health care guidelines website, to encourage members to obtain information on their own age-gender specific preventive recommendations.

**Preventive Care Website Poster: 100-10172** — Use this poster to highlight the features of our preventive health care guidelines website, and promote it to your employees.

**Talking with Your Doctor: 100-10173** — Use this flyer to highlight the importance of preventive care and provide your employees with a checklist to help them ask their doctor relevant questions to make the most of each appointment.

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**Continued promotion of Preventive Care throughout the year**

Now that you have all the tools, how will you implement them? How can you keep these services top of mind for your employees throughout the year? The following sample communication plan provides a calendar for you to schedule your various communications throughout the year. Feel free to use this one, or adapt it to fit your own company needs.

**January** — Hold your kickoff meeting. Invite all employees. Have senior leaders speak about preventive care and use the presentation to answer questions about the importance of preventive care services.

**February** — Send out copies of the FAQ through your inter-office mail or by electronic PDF to answer questions about preventive care services.

**March** — Send your first email using Email template 1 provided in the toolkit.

**April** — Place the Understanding Preventive Care Poster in frequently visited areas – the break room, lunch room, restrooms, copier rooms, etc. to create visibility.

**May – June** Send Email template 2 to all of your employees.

**July – August** Consider using the generic preventive care flyer as a payroll stuffer in your employees’ checks and statements. Or post the flyer around the office to complement the poster.

**September** - Send Email template 3 to all of your employees. Remind them to visit the preventive care website to set up their preventive email reminders.

**October** — Refresh the posters hanging in places where your employees gather with the poster on the preventive care website. Everyone needs reminders to continue to keep preventive care top of mind.

**November** — Send out Preventive Care flyer for all ages to highlight these guidelines.

**December** — Send out the Preventive Care website flyer to encourage employees to review their own personal preventive care recommendations.