

Preventive Care Employee Communications Toolkit

How-to Guide



HELP YOUR EMPLOYEES ENGAGE IN PREVENTIVE CARE.

**THIS IS
HOW**

Leverage this ready-to-use, multi-touch toolkit of employee communications designed to encourage regularly scheduled preventive care, prioritize whole-person health and adopt easy, customizable healthy habits.

By promoting open dialogue and driving awareness of available resources, you can help your workforce take advantage of their available health care benefits and prioritize preventive health care.

Prioritizing preventive care.

Making time for preventive care means staying ahead of health issues before they become health conditions.

25%

Nearly 25% of people in the United States didn't go to the doctor for an annual checkup last year.¹

\$36.4B

Five chronic diseases or risk factors—high blood pressure, diabetes, smoking, physical inactivity, and obesity—cost US employers \$36.4 billion a year due to missed work.²

1 IN 3

Nearly one in three people who have a long-term physical health condition also have a mental health concern—most often depression or anxiety.³

We're here to help.

Focusing on three key areas within preventive care.

We've created a variety of communications to help you connect with employees about three important topics within preventive care — proactive care, whole-person health and healthy habits.

PROACTIVE CARE

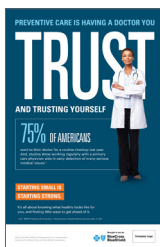
Blood pressure screening and control is one of the most effective ways to prevent heart disease and stroke. Among people with diabetes, blood pressure control reduces the risk of cardiovascular disease by 33 to 50%.⁴

KEY EMPLOYEE MESSAGE

Making time for preventive care can be simple.

DETAILS

Educate and remind employees to take advantage of covered care and provide strategies for easier access.



WHOLE-PERSON HEALTH

Improving psychological well-being has been shown to increase a healthy immune response and enhance resistance towards disease.⁵

KEY EMPLOYEE MESSAGE

Honor the mind-body connection and prioritize mental well-being.

DETAILS

Emphasize the connection between physical and mental health and provide actionable strategies for improving well-being.



HEALTHY HABITS

Eating a diet rich in fruits and vegetables daily can help reduce the risk of many leading causes of illness and death, including heart disease, type 2 diabetes and some cancers.⁶

KEY EMPLOYEE MESSAGE

Discover the easy healthy habits that work for you.

DETAILS

Recognize that each employee's definition of health will be unique and empower them with customizable strategies to improve their overall health.



¹ CDC, "BRFSS Prevalence & Trends Data," US Department of Health & Human Services, Sept. 13, 2021.

² National Center for Chronic Disease Prevention and Health Promotion, "Chronic Disease Fact Sheet: Workplace Health Promotion," Centers for Disease Control and Prevention, June 9, 2022.

³ "Physical Health and Mental Health," Mental Health Foundation, Feb. 18, 2022.

⁴ HealthyPeople.gov, "Clinical Preventive Services," Office of Disease Prevention and Health Promotion, 2020.

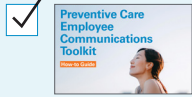
⁵ Abdurachman and Netty Herawati, "The Role of Psychological Well-being in Boosting Immune Response: An Optimal Effort for Tackling Infection," African Journal of Infectious Diseases, Mar. 7, 2018, 54-61.

⁶ CDC, "Only 1 in 10 Adults Gets Enough Fruits or Vegetables," US Department of Health and Human Services, May 16, 2021.

Available Material

Use these turnkey communication materials as a complete set or individually depending on your needs.

LEARN AND PLAN



How-to Guide

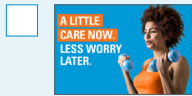
Information on how to use the toolkit, set your activation plan, and track results.

Format: Interactive PDF

[DOWNLOAD](#)

ACTIVATE

ONLINE COMMUNICATIONS



Digital Banners

Preventive care educational ads for use on employer intranet or within other communications.

Format: Static Ads, JPGs

[DOWNLOAD](#)

ONSITE COMMUNICATIONS



Tent Cards

Self-standing table displays that can be used around the workplace to educate employees on key preventive care topics.

Format: Print-ready PDFs

[DOWNLOAD](#)



Posters

Eye-catching and informative promotional pieces to educate employees about the importance of focusing on their preventive care.

Format: Print-ready PDFs

[DOWNLOAD](#)



Lobby Display Screen

Large format digital display to capture attention and promote preventive care.

Format: MP4s, JPGs

[DOWNLOAD](#)

DIRECT COMMUNICATIONS



Email

Tailored communications addressing employee preventive care.

Format: HTML, JPGs

[DOWNLOAD](#)

SHARE RESOURCES



One-page Resource Guide

Guide that summarizes available preventive care resources to promote with employees.

Format: Editable PDF

[DOWNLOAD](#)

Activation Roadmap

Implementing this initiative is easy. Follow the suggested schedule and steps below to promote more open dialogue about preventive care with your workforce.



Read how-to guide, consult with your Independence account executive or broker

Use this guide to determine how you'd like to use this initiative. Talk with your Independence account executive or broker about any questions and support you need to implement it with your workforce.

CONSIDERATIONS



Decide if you will use it as a standalone communications initiative or integrate with existing preventive care communications.



Plan the launch and release dates for the various communications.



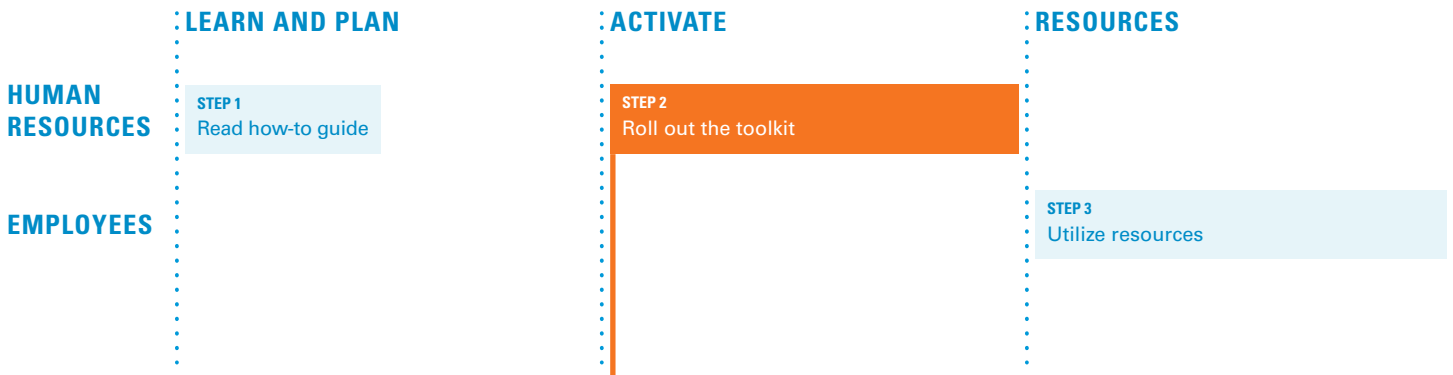
Select the channels you'd like to use and the asset formats for them.

Need further activation support?

While our goal is to give you everything you need and make it easy to implement, we know you may still want an outside partner to help. Speak to your Independence account executive or broker if you have questions on how to best utilize the assets.

Activation Roadmap

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STEP 1 **STEP 2** **STEP 3**

Roll out the toolkit

Choose your preferred path and begin sending out your Preventive Care Employee Communications, staged over a three-month period. The toolkit is turnkey, but you are able to customize the order of topics to fit your workforce.

CONSIDERATIONS

-  Choose the order in which you want to engage employees in the three key topic areas (Proactive Care, Whole-person Health, Healthy Habits)
-  Release all of the materials as a series, and leave them up for employees to see. Encourage leaders and managers to support the importance of the initiative and talk about the materials.

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STEP 1 STEP 2 STEP 3


Employees utilize preventive care resources

Create a single point of access to all resources you offer, from health insurance member services and Employee Assistance Programs (EAPs), to telehealth and online self-guided tools.

CONSIDERATIONS

 Track, through usage or feedback, which resources are most accessed and helpful.

 Identify where you can flex existing support (such as paid breaks for proactive care appointments or onsite health screenings), in addition to where you can expand benefits to address unique health concerns (such as online wellness or meditation programs to address whole-person health).

 Break down barriers to seeking help; for example eliminating a \$10 copay can result in twice as much employee engagement.⁷

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⁷ AbleTo, Commercial Health Plan Analysis, 2016.

Measuring Success

Tracking the impact of this effort is important but not always easy to know how to do. Here are some indicators that can help get you started.

<p>Awareness and engagement with material</p> <ul style="list-style-type: none"> • Email open rates, clicks, etc. • Downloads of resources and template • Employee sharing of content 	<p>Utilization of preventive care support</p> <ul style="list-style-type: none"> • Regular participation in company-covered care and benefits • Proactive care visits • EAP usage • Self-guided behavioral health tool usage (e.g., apps, online programs) • Engagement in company-sponsored programs (e.g., regular vaccination reminders) 	<p>Impact on company culture and practices</p> <ul style="list-style-type: none"> • Regular educational/social programs on preventive care topics • Open dialogue about utilizing covered preventive care • Setting aside time in company schedule for preventive care appointments 	<p>Employee engagement and satisfaction</p> <ul style="list-style-type: none"> • Improved preventive care perceptions (re: ease of using covered care and the time it will take to do so) • Recognition of ability to personalize covered care • Increased open communication about utilization of preventive care and adoption of healthy habits
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Giving full health our full attention.

Blue Cross and Blue Shield companies are addressing a wide array of the most critical health care topics employers are facing. Visit smarterbetterhealthcare.com to get an in-depth look at this range of topics and learn actionable steps for addressing these issues on behalf of your workforce.

One of our recent Employee Communications Toolkits covered the critical topic of Behavioral Health. We have a multi-touch toolkit available on this subject that was designed to actively decrease stigma, reduce everyday stress, and address burnout.

Explore our latest Behavioral Health Employee Communications Toolkit [here](#).

