

Blue Health Assessment

Communications Plan

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Blue Health Assessment - Communication Plan

- Review outstanding implementation items.
- Follow up to Participation Strategies meeting attended by FEP, Health Media and McKesson.
- Discussions around incentive programming, possible pilot program.
- Overview of Communications Action Plan recommendations.

Blue Health Assessment - Outstanding Implementation Items

- BHA Logo Development, currently being developed out of Chicago BCBSA office. **Legal** has approved.
- Approval of Single Sign on artwork and text, approved.
- Approval of error messaging text, approved.



Age Limitation Message

Dear Service Benefit Plan Member,

The Blue Health Assessment program is available to covered members 18 years of age or older. Please ensure you entered the sign on/registration information correctly. If over 18 years of age and access continues to be denied, please contact your program administrator for assistance. To ensure that your information remains private from others, please quit your Web browser at this time.

Thank you, Blue Health Assessment

Bad Sign In Message

Dear Service Benefit Plan Member,

As you attempted to sign on to the Blue Health Assessment program site, incorrect information was entered in at least one of the data fields. Please re-attempt to sign on/register, making sure all information is listed correctly. If the problem persists, please contact your program administrator for assistance. To ensure that your information remains private from others, please quit your Web browser at this time.

Thank you, Blue Health Assessment

Incentives

- Act as additional inducement
- One aspect of a comprehensive approach to health behavior change
- Focus on encouraging participation in programs



Incentive Strategy

- Identify what behavior you're trying to incent
 - To drive participation into a health management program?
 - To encourage actual behavior change?

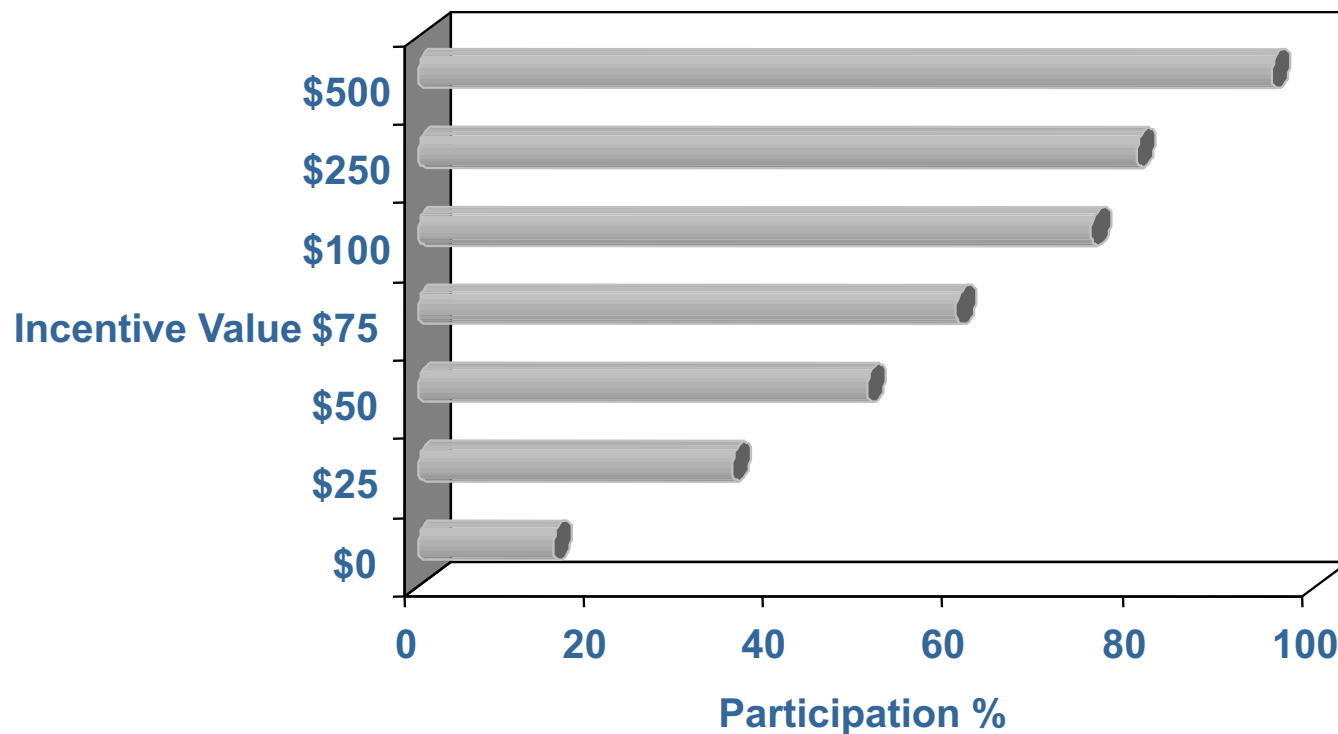
- Incentives should not be considered a static tool
 - Year 1, Year 2, Year 3 goals

- Understand what will motivate employees and what won't
 - Immediate gratification is more powerful than a delayed reward

Example Initial Incentive

- Focus on HA completion
 - Create annual campaign for HA
 - Set date range each year when HA is promoted & incentive offered
 - Consider applying timeframe to incentive: 30-60 days
- Create regular opportunities to complete online wellness modules
- Possible incentives:
 - Cash incentive: \$50 to \$100
 - Self select award
 - Creative, culturally relevant

Incentive Impact on HRA Participation



Source: Deloitte Center for Health Solutions.

Customer Experiences

Regional Health Plan: Employer & Channel

	Formal + Incentive	Informal + Incentive	Neither	Participation
Employer A (12K employees)	X			62%
Employer B (8K employees)	X			35%
Employer C (10K employees)		X		95%
Employer D (10K employees)		X		40%
Multiple employers			X	< 5%

HealthMedia® Connect™ Success

Participation and recruitment case study. Driving widespread participation and creating a culture of health.



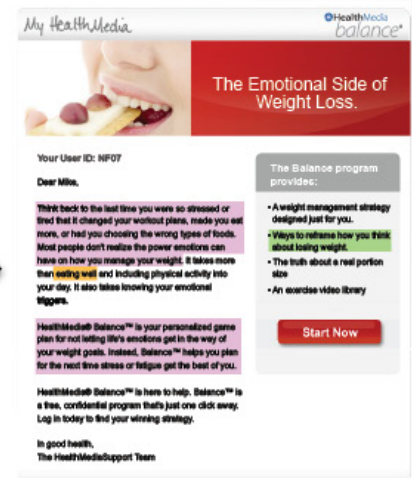
Promotional HealthMedia
"BE Healthy" Campaign

10,000
Covered Lives

78%
Participation in Health Risk
Assessment

7500+
Registrations in follow-up
interventions

Modest Incentives
HRA: \$100
Interventions: \$25



Targeted Push Emails
from Succeed™ HRA

Blue Health Assessment -

Communication Plan Recommendations

- Spreadsheet lists potential touch points and suggested timelines. New outreach items added as determined.
- For each line item review owner, resource contact, materials required, associated costs and timing. Note appropriate adjustments.
- Kathy responsible for project management of communications campaign, following up with appropriate parties on line items.
- Establish next steps.

Blue Health Assessment – Recommended touch points

Blue Health Assessment 2009 Launch Communications Plan				
Activity	Owner	Resource Contact	Materials required	Cost involved?
Nov./Dec. 2008 and on-going				
Messaging in weekly wires	KWS	Paula Spurway	Sample text	no
Articles in member newsletter	KWS	Paula Spurway	Sample articles	no
HA link placements on fepblue.org	KWS	Chris Hockley	Sample link language	no
HA link placements on BHC online	KWS	John Kalivas	Sample link language	no
Support materials for Field Service	KWS	Bonnie	HA-specific HBO/Agency handouts	yes
NBC 4 Jan. Health Fair at DC Convention Center	Bonnie	??	Booth graphics/handouts/giveaways	yes
Jan./Feb. 2009				
Messaging in literature request cover letters	KWS	NA	Text development	no
Plan Case Mgmt quarterly conf call	Bruce	Bonnie	HA-specific ppt presentation	no
Field Service Webinar	Bruce/Ted	Bonnie	HA-specific demo presentation	
Plan Cust Service awareness	Bonnie	Donna Orange	PPT/sample on-hold txt/mouse pads?	possibly
Press release to allied-Fed groups	Bonnie	Nanette Hayes	Press release/sample article	unlikely
OPM Press Release to Agencies	Bonnie	Danita?	Press release/sample article	unlikely
BHC Continuity Mailing element	KWS	Bonnie	Part of mailing	BHC budget
Footnote on EOBs	Bonnie	Lynne Krause?	Sample text	no
Pharma member touchpoints	Bonnie/Bruce	Moya McAllister	Sample link language/on-hold msg txt	no
BlueVision member touchpoints	Bonnie/Bruce	Cathy Lewis	Sample link language/on-hold msg txt	no
DM vendor member touchpoints	Bonnie/Bruce	??	Sample link language/on-hold msg txt	no
Explore WalkingWorks touchpoints	Bonnie/Bruce	Cathy Lewis	TBD	TBD
March/April 2009				
Explore adding link to Provider Selection tool	Bonnie/Bruce	??	Sample link language	no
Explore Care Coordination direction with Plans	Bonnie/Bruce	Danice	TBD	TBD
Piggyback on other member initiatives/mailings	Bonnie	Toni Sharp	TBD	TBD
Spring Federal Employee Health Fair on DC Mall	TBD	??	TBD	probably
BHC New Member Kit element	KWS	Bonnie	Part of mailing	no

Blue Health Assessment - Next Steps

- Are we able to pursue communications outreach if there are costs associated with it?
- Discussions about November/December line items specific messaging focus and format.
- On an on-going basis, additional touch points will be considered.
- Pilot incentive discussion follow up.