

## Online Health Assessment Sample Communication and Launch Plan

When individuals understand their health risks and how those risks affect their overall health and well being, they can take steps to make changes in their behaviors. Being “in-the-know” is the individual’s first step toward managing their health and its associated costs.

Your Health Assessment launch is part of a total population health management approach that:

- assesses an individual’s risk level and targets follow up interventions based on that risk level
- focuses on prevention, on high-risk health behaviors and on the management of disease and illness
- educates employees to take greater responsibility and a more active role in their health
- promotes desirable behaviors among employees

Remember, to achieve a successful rollout of this program, it’s best to combine effective planning, communication, leadership support, and incentives to drive maximum participation. Consider distributing communications in a variety of ways - hard copy, e-mail, website, newsletters, table tents, payroll stuffers, flyers and posters. Can you do an office and a home mailing? Don’t forget high-traffic areas as promotion points – copiers, water coolers, bathrooms and lunchrooms.

Timing	Action Item	Actual Date	Person(s) Responsible	Status/Completion Notes
2-3 months prior to health assessment start date	<p><b>Group to consider/determine:</b></p> <ul style="list-style-type: none"> <li>• Secure leadership support - engage leadership in the process and decision making.</li> <li>• Health Assessment start and end dates, eligibility and accessibility (members vs. non-health plan members, online or paper), incentive structure, communication plan.</li> <li>• Group-led communications are created – review communication toolkit to assist with ideas and information.</li> <li>• Brainstorm for incentive ideas – what works?? Review “Case Example – Health Assessment Incentives for information and incentive ideas.</li> </ul>			

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1 ½ months prior to health assessment start date	<b>Finalize launch details and communication materials:</b> <ul style="list-style-type: none"> <li>• Leadership letter - "&lt;ABC Company&gt; values health and wellness"</li> <li>• What is the Health Assessment? Why do it?</li> <li>• Access dates and eligibility</li> <li>• Incentive teaser – 'get rewarded' for healthy choices</li> <li>• Promote confidentiality</li> <li>• Remember to 'know your numbers' (for example, blood pressure, cholesterol – highlight preventive coverage)</li> </ul>			
1 month prior to Health Assessment start date	<b>Communication Blitz</b> (consider one type of promotion each week) <ul style="list-style-type: none"> <li>• Access dates and eligibility</li> <li>• Encourage BlueLink TPA member service center registration – use FAQ and member experience documents.</li> <li>• Incentive</li> <li>• Confidentiality</li> <li>• Remember to 'know your numbers'</li> <li>• Follow up program options (if applicable)</li> </ul>			
Health Assessment start date	<b>Health Assessment - Invite</b> <ul style="list-style-type: none"> <li>• Access dates and eligibility</li> <li>• Incentive</li> <li>• Confidentiality</li> <li>• Online instructions – BlueLink TPA member service center registration and assessment location</li> <li>• Participants complete assessment and receive their results</li> <li>• What to expect next – results / program enrollment</li> </ul>			
Week two of access period	<b>Health Assessment - Reminder</b> <ul style="list-style-type: none"> <li>• Incentive</li> <li>• Online instructions – BlueLink TPA member service center registration and assessment location</li> <li>• Access dates and eligibility</li> <li>• If you've already taken the Health Assessment, participate in online health coaching modules</li> </ul>			
Week three or four of access period	<b>Health Assessment – Last Chance!</b> <ul style="list-style-type: none"> <li>• Online Instructions – BlueLink TPA member service center registration and assessment location</li> <li>• Incentive</li> <li>• Due date</li> </ul>			

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Timing	Action Item	Actual Date	Person(s) Responsible	Status/Completion Notes
1 week post rollout	<b>Health Assessment – Final Numbers and Thank You</b> <ul style="list-style-type: none"> <li>• Final Health Assessment participation report generated</li> <li>• Follow-up program outreach begins</li> <li>• Participants are thanked – final participation announced</li> </ul>			
1 month post rollout	<b>Aggregate Results Received</b> <ul style="list-style-type: none"> <li>• Summarize &lt;ABC Company&gt; health outcomes</li> <li>• Next steps: onsite</li> <li>• Promote “What to Expect” so participants understand follow up programs (if applicable)</li> </ul>			
Throughout the year	<b>Success Stories</b> <ul style="list-style-type: none"> <li>• Highlight employees who made healthy changes</li> <li>• If follow-up programs were purchased, continue to promote follow up program completion</li> <li>• Remind participants to log back in to the site</li> <li>• Remind participants of program completion incentive (if applicable)</li> </ul>			