



Preventive Care Campaign

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Overview

- Finding ways to inspire employees to take care of their own health is important. A wonderful way to support them in their efforts is to focus on Preventive Care with their own providers, which helps to establish or reinforce this relationship, as well as to detect early health concerns. This toolkit will provide you with the resources you need to encourage employees to complete some of their Preventive Care Screenings.



How to Implement

1. Select a length of time you would like to allow employees to complete their screenings. Remember that it is important to allow employees time to get appointments with their providers, so a 3-6 month window is ideal.
2. Set a “look-back” period for employees who have just had their preventive care completed with their providers. This is usually 6-9 months preceding the start of the program, which will give employees credit if they are already actively managing their health through regular screenings. Giving employees an entire 12 month period in which they may complete their screening of choice is the ideal timeframe.
3. Choose which screenings you would like to include as options in the Preventive Care Campaign. *See the list included in this toolkit for ideas.*
4. Customize the chart included in the Preventive Care Screening Form based on the screenings you select.

How to Implement (cont.)



5. Decide who will collect the forms from employees. This may be handled by the Medical Carrier/TPA, Human Resources or another third party.
6. Decide what (if any) incentive will be provided for participants. This may be entry into a raffle for one or more prizes, a small gift card for everyone who completes the requirement or a premium reduction in their paycheck. This requirement could also be combined with one or two other items you are asking employees to complete (i.e. Health Risk Assessment or Biometric Screenings) in order to be eligible for a larger incentive. *Please note: Incentives may be taxable.*

How to Implement (cont.)



7. Provide employees with an email announcing the upcoming campaign, as well as the detailed campaign letter and form they need to take to their provider for completion. Be sure to include information on the incentive to help encourage participation, as well as the deadline they must meet. Emails for the start of the campaign and reminders for halfway through and nearing the deadline are included in this toolkit.
8. Distribute flyers or hang posters announcing the campaign. These can be placed in break rooms, lunch rooms, bulletin boards, the cafeteria, elevators, restrooms or other common areas employees may see them. An example is included with this toolkit.

Preventive Care Campaign

Preventing or detecting disease early is an important step in taking care of your health.

Don't forget to complete your Preventive Care Exam and have your provider submit the form by *[deadline]* to be eligible for the incentive!

- Annual Physical Exam
- Colorectal Cancer Screening
 - Mammography
 - PAP Test
 - Vision Exam
 - Dental Exam

Stop by Human Resources for more information or to pick-up your form.



Email Announcements



Email #1 — Announcement Email Sent at the Start of Campaign

[Insert organization name here] cares about our employees and your health. To encourage everyone to take time to get the screenings you need, we are launching a Preventive Care Campaign. Through this initiative you will have the option to choose from a list of screenings to complete with your provider by [insert deadline]. The attached letter and form will explain the details of how you can get credit for your screenings and be eligible for the incentive! We are encouraging everyone to participate in this program and look forward to helping you live a healthier life!

Email Announcements (cont.)



Email #2 — Halfway through Campaign

As you may know, we currently have a Preventive Care Campaign underway. By participating in this initiative, you will be eligible for the incentive. Remember to schedule **and** complete your screenings by [insert deadline]. Your provider needs to complete the attached form in order to receive credit in this program. For questions or more information, please contact [insert contact person].

Email Announcements (cont.)



Email #3 — Send with 1-2 Weeks Remaining

This is your final reminder that the Preventive Care Campaign is coming to a close on [insert deadline]. It's not too late to have your provider submit your form. By completing one of these screenings, you are eligible for the incentive! [Insert company name] looks forward to having you participate in this important initiative that supports your overall health and wellbeing.