



What will you do for

BETTER EMPLOYEE HEALTH TODAY?

**The Benefits of Promoting
a Health Assessment in the Workplace**



A Guide for Employers
Developed by Anthem Blue Cross

MyHealth Assessment Campaign Tools for Employers

Better employee health can start with the MyHealth Assessment. It's essentially an online health calculator. Employees answer questions about their current health, lifestyle and health history. Then, they get a personal health report with improvement tips as needed. The MyHealth Assessment also tells employees if they qualify for other health programs that may be offered through their benefits plan at no additional cost.

To help support your important business, Anthem Blue Cross developed a MyHealth Assessment promotional kit. The materials are designed to help employers promote the benefits of better health by encouraging employees who are Anthem Blue Cross members to take the MyHealth Assessment at anthem.com/ca.

The MyHealth Assessment is a trusted source for your employees as they start the health change process and continue over time.

The following materials are provided at no cost to help you promote employee participation in the MyHealth Assessment:

- o **Executive letter** – a great first step for senior-level management to communicate the availability and benefit of the MyHealth Assessment to employees. Cut and paste the text on your company letterhead, or keep it in the template provided. Email to all staff, or include a hard copy in each employee's mail box.
- o **Employee Introduction Flier** - when employees understand the many benefits of taking the MyHealth Assessment, they're more likely to participate. Use this flier to help build awareness of this valuable assessment tool. Includes log on instructions.
- o **Posters**— these 11 x 17 color items repeat the benefits messages of taking the MyHealth Assessment. They include empowering statements that remind employees of the control they have over their own health care. Print several copies and display in highly visible areas throughout your organization including break rooms, near elevators and stairwells, and within each department, etc.

- o **Email blasts** – these short messages are an excellent way to repeat the empowerment messages featured in the posters with a few additionally engaging health facts. They are meant to remind employees about the multiple benefits of taking the MyHealth Assessment also. Consider an email blast campaign to all employees at least once a week to keep the MyHealth Assessment top-of-mind.
- o **Payroll stuffer** – this short, colorful reminder is sure to stand out among employees' pay stubs or benefits letters. These small promotional items fit well in a standard #9 or #10 envelope. Set 2-up on an 8.5 x 11 sheet for printing convenience.

Access the MyHealth Assessment materials on Time Well Spent, <http://www.anthem.com/ca/timewellspent/>. All items are print-ready for immediate use in your organization.



Promoting the MyHealth Assessment in your organization

Worksites are an ideal channel for promoting change in large segments of the population. One reason is that they provide support for individual behavior change by altering the environment and social norms.² For a health assessment to have a chance at being effective, a combination of strong, meaningful messages, energetic promotion and management support are necessary.

Suggestions for a MyHealth Assessment promotional launch

Set a promotional launch date and build interest in the mean time. Let employees know something new is coming that is going to benefit all of them. If your budgets allow, you might consider offering a promotional item or an incentive for taking the health assessment – either one time, or ongoing. Or encourage a little friendly competition between departments to see who can get 100% participation in taking the health assessment within a week or a month. Employees will not have to share the results of their health assessment; only announce that they completed it if they wish. For those employees who are willing to disclose their participation in the health assessment, consider sending a note of congratulations for taking a step towards better health.

Introducing the MyHealth Assessment to your employees

Most employees like to hear from their organization's top leaders. The health assessment campaign can have the most impact if top-level management is actively engaged in the program and communicates its benefits directly with employees. It can be even more effective if senior management has already taken the health assessment and tells employees so.

Enlist the support of the CEO, president or the highest manager at the worksite. This is a tremendous opportunity for leadership to proclaim the health assessment within the workplace so that employees feel supported by their superiors and perceive that management cares about their well-being.

Evaluate your program

Use your participation and/or aggregate reports* to determine the ongoing or changing health needs of your population. Be sure to share any concerns and/or successes with your Anthem Blue Cross representatives.

We want to know what works!

* For reporting purposes, minimum group size and participation requirements must be met.

What will you do for better health today?

TODAY I WILL
fight cancer in the produce aisle.

Every day we wake up and begin making choices. Choose better health today. You can start by taking the MyHealth Assessment at anthem.com/ca. Answer a few questions and you'll get a snapshot of your current health—including what's going great and any potential at-risk areas. The goal is to keep you well and living fully...for longer.

TAKE THE MYHEALTH ASSESSMENT AND TAKE ACTION

Anthem Blue Cross and Blue Shield members registering at anthem.com/ca can get health and wellness tips, track their MyHealth assessment, and your results and personalized report to share with your doctor.

What will you do for BETTER HEALTH TODAY?

Start by taking the MyHealth Assessment. Anthem Blue Cross members registering at anthem.com/ca. Click the Health and Wellness tab. Then click MyHealth Assessment.

YOU'LL GET:

- A personalized report you can share with your doctor.
- Links to information and other resources.
- Priority to other health programs that may be offered through your health plan at no additional cost to you.

Take the MyHealth Assessment today at anthem.com/ca and take action.

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Take the MyHealth Assessment today at anthem.com/ca and take action.

Today I will...
take the MyHealth Assessment and take action.

When you open your eyes each morning, you begin making decisions. Choose better health today. You can start by taking the MyHealth Assessment (MyHA) at anthem.com/ca.

The MyHA is essentially a health calculator. It asks questions. You provide answers. Then, you get a confidential* report that tells you:

- How you're stacking up health-wise, including alerts to smaller health issues so help keep them from turning into big problems down the road.
- Where you may make improvements, with some how-to suggestions.
- If you qualify for other health programs that may be offered through your benefits plan at no extra cost to you.

Better health shouldn't wait 'til later.
Take the MyHealth Assessment today at anthem.com/ca.

There is no cost to you to take the MyHealth Assessment.
*Your identity & any information you provide or receive will remain confidential.

Sources:

1 National Institutes of Health – <http://www.nih.gov/news/pr/aug2007/nci-29.htm>

2 Treatwell 5-A-Day, Dana Farber Cancer Institute, Glorian Sorensen, PhD, MPH, Principal Investigator. NCI Grant Number: 3R01CA59728.

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