



HealthQSM Communicator

Strategies for promoting *HealthQ* as part
of your company's wellness program

HealthQSM
POWERED BY *WebMD*

 MVP
HEALTH CARE

HealthQ Communicator

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How can you help your employees benefit from *HealthQ*? The *HealthQ* Communicator is your step-by-step guide to promoting *HealthQ* as part of your company's commitment to wellness, with everything you need to get started, along with instructions to help you make the most effective use of *HealthQ* and our online Personal Health Manager (powered by WebMD®).

A health risk assessment (HRA) provides an individualized assessment of health risk through immediate, customized feedback, and offers specific recommendations for personal improvement. Our Personal Health Manager, featuring the *HealthQ* health risk assessment, is a powerful set of online health tools available to MVP Health Care members.

Step 1: Learn and Explore

About *HealthQ*

MVP Health Care partners with WebMD® to offer a comprehensive individual health risk assessment that evaluates 11 serious health conditions (heart disease, diabetes, stroke, asthma, cancer, etc.) and analyzes 12 modifiable risk factors (blood pressure, weight, stress, smoking and others). *HealthQ* is a comprehensive, personalized health analysis that educates and motivates your employees to make positive health changes.

The easy-to-answer, comprehensive questionnaire captures 180 health aspects that cover:

- *Family history*
- *Health conditions*
- *Lifestyle behaviors*
- *Emotional health*
- *Preventive screenings*
- *Biometric data*
- *Readiness to change*

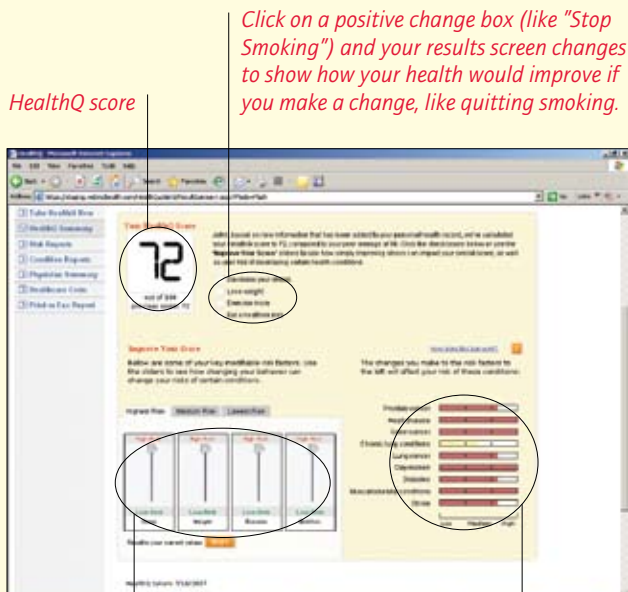


Step 2: Develop a Promotion Plan

HealthQ Results

HealthQ generates a personalized health dashboard that helps your employees easily understand risks and test the impact of behavior change.

What's your number?



The screenshot shows a web-based health dashboard. At the top left, a large circle displays the number '72' with the text 'HealthQ score' next to it. Below this, there are several sections: 'Your Health Status' with a 'Stop Smoking' button, 'Improve Your Score' with a bar chart, and 'Health risks and conditions' with a list of risk factors. Red callout boxes provide instructions: one points to the 'Stop Smoking' button, another points to the 'Improve Your Score' section, and a third points to the 'Health risks and conditions' section.

Click on a positive change box (like "Stop Smoking") and your results screen changes to show how your health would improve if you make a change, like quitting smoking.

Health risks and conditions

Risk factors you can change — move sliders to see how positive lifestyle changes improve your HealthQ score!

When to Promote HealthQ

Looking for opportunities to tie in your HealthQ promotion with a wellness event at your worksite, or any time of year during which employees may be thinking about how they look and feel, can help ensure your promotion's success.

- Kick off your company's wellness program with a HealthQ campaign! Employees can learn their current health status by completing their HealthQ. Participation in your wellness program can help them improve their HealthQ score!
- Promoting HealthQ leading up to your company's open enrollment period, when employees are making health benefit decisions for the following year, is a great time to show your commitment to their health by promoting HealthQ, along with any other wellness resources that you make available to them.
- New year, new you! Start a new year off right by promoting HealthQ and supporting the healthy changes that your employees resolve to make – from eating better, to losing weight, to quitting smoking. HealthQ gives each user a place to start, and a personalized action plan for change. And HealthQ is just the beginning. The Personal Health Manager is equipped with tools and trackers to help them stick to a healthier lifestyle!

Evaluate Communication Resources

Look for opportunities to promote HealthQ by taking stock of the ways that your company communicates internally. E-mail, interoffice mail, bulletin boards, your Intranet home page or online discussion board, company newsletters and company events are all opportunities to include a HealthQ message to encourage employees to go online and complete their HealthQ.

And HealthQ is just the beginning...

Whether your employees need to address a health issue identified in their HealthQ assessment or meet goals they have already set, Personal Health Manager tools – lifestyle centers, a symptom tracker, health tools and trackers – can help.

Set a Start and End Date

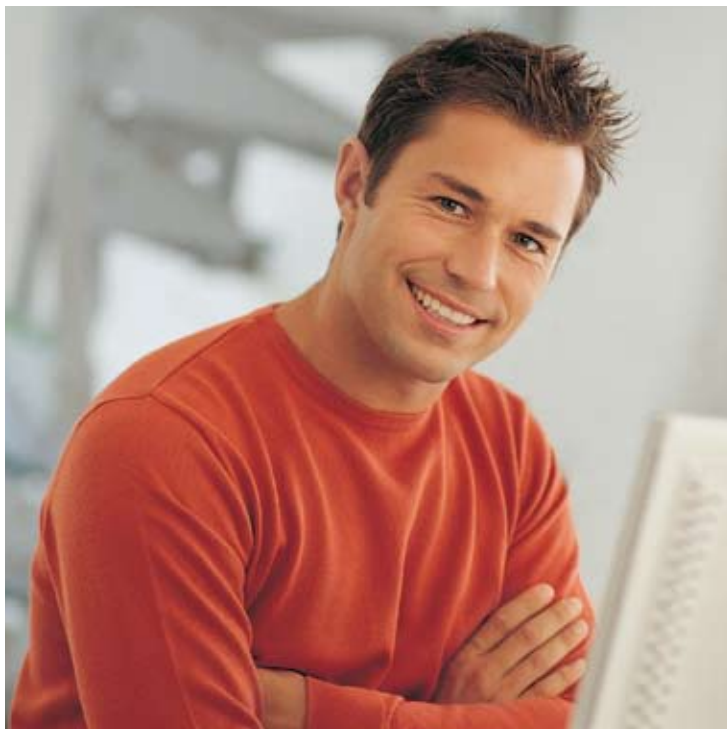
Although *HealthQ* is available to your employees who are MVP Health Care members all year long, defining a start date and an end date for your *HealthQ* promotion sets the time-frame within which employees will have the greatest awareness of *HealthQ* and, therefore, will be most likely to use it. A 4-week promotional period is ideal, because it gives employees ample time to complete their *HealthQ*.

Offer a reward to employees who complete *HealthQ*!

Increasingly, businesses are appealing to employees' self interest to encourage responsible health behavior. A reward campaign offers employees an incentive to try the *HealthQ* assessment and get started on adopting a healthier lifestyle with the help of the Personal Health Manager.

An Easy *HealthQ* Rewards Program

Every user who completes a *HealthQ* questionnaire receives an e-mail to say "congratulations". To launch a simple rewards program, ask your employees to print out and submit a copy of this e-mail (or forward an electronic copy) to a wellness champion(s) for a reward.



Things to consider:

1. **Promotion and communications.** The single most common reason that rewards programs fail is that employees don't hear enough about them. Make sure you build in a communications plan as part of your program. Let employees know about the program initially, remind them to participate as the program continues, and tell them when the program ends.
2. **Budget.** If the incentive value is too minimal (studies indicate under \$25), it's usually not perceived as worth the effort. Make sure your budget covers rewards that your employees value, and that will motivate them to take action to meet your objectives.
3. **Keep it simple.** Design your program so that it's simple for participants to understand and follow, to keep employees interested.
4. **Go beyond *HealthQ*.** Tie rewards into other aspects of your company's wellness activities, or health-related goals that your company reaches toward for its entire population, like:

- *Complete an annual HealthQ*
- *Participate in a wellness workshop, program, or other event offered by your company*
- *Complete a "Know Your Numbers" (biometric) screening to update HealthQ*
- *Have a primary care physician (PCP), if applicable*
- *Commit to quitting tobacco*
- *Agree to always wear a seat belt*
- *Participate in a daily 15-minute walking group for all employees*

Reward ideas:

- *"Enter to Win" drawings for gift certificates and prizes*
- *T-Shirts or merchandise imprinted with a company wellness message*
- *Extra paid time off*
- *Cash rewards*

Step 3: Launch Day

E-mail message from CEO

Kick off your *HealthQ* campaign with an announcement from your company's CEO or another appropriate senior manager. A note of encouragement and enthusiasm coming "from the top" tells employees that finding out more about their health status with *HealthQ* is important, and that their wellness is important to the company.

If possible, ask your CEO and/or senior management to try *HealthQ* before your promotion is announced, so that executives can speak from personal experience about how easy and informative it is.



Sample *HealthQ* Announcement E-mail from CEO to All Employees

Subject Line: What's Your *HealthQ*?

Body of e-mail: What's Your *HealthQ*? Find out – and [insert reward offer here]!

I am very pleased to announce an exciting feature of our company wellness program — MVP Health Care's Personal Health Manager (powered by WebMD®).

This is a new tool now available to MVP Health Care members as part of our company's commitment to living well! We are excited that our employees now have the opportunity to take advantage of these valuable health tools, information, and programs online.

What is *HealthQ*?

HealthQ is a confidential online health risk assessment that only takes about 15 minutes to complete. You'll be asked to enter information about your daily activities such as eating habits and exercise, and what you know about your family health history and measures such as blood pressure. Upon completion of the *HealthQ*, you'll get a health status "score" on a 100-point scale.

Reduce your health risks

HealthQ creates a unique health profile for you, outlines your specific risk levels for a variety of health conditions and common risk factors, like weight and blood pressure, and creates an action plan for reducing or eliminating your risks. You'll also be able to instantly see how changing your behavior now affects your chance of developing health conditions in the future.

Your information is confidential

It is important to note that personally identifiable information you provide to the Personal Health Manager/ *HealthQ* is protected using a secure communications channel. The information you provide will not affect your health plan costs or employment status. This tool is only provided to help you understand your own health and how to improve it.

Complete your *HealthQ* by [END DATE] and receive [insert reward offer here]!

And *HealthQ* is just the beginning...

When you've completed your *HealthQ*, check out the rest of the Personal Health Manager's powerful tools, including Condition Centers, Symptom Checker, Lifestyle Centers, and Health Records and Trackers.

Find out your *HealthQ* today...the answer may surprise you!

- [CEO NAME]



Communicating to Management

Communicating to senior management is just as important as communicating to employees and their dependents. If your managers don't understand your program or how well it's working, they're much less likely to support it. Here are some ideas to consider in communicating to senior management:

1. **Branch out.** You need support from managers throughout the company to help the program succeed. Make it easy for them. Send special invitations to health and wellness events. Offer simple activities they can use to demonstrate to their departments that they're involved, like fun competitions with other departments (which department has the most employees who've completed *HealthQ*?). Send them department-specific messages they can forward to their groups.
2. **Poll managers to find out their attitudes towards wellness programs.** Then listen to their concerns. Provide information on the value of health promotion programs: how they can help attract and retain key employees, or help managers meet aggressive deadlines by reducing absenteeism.
3. **Align with corporate culture.** Connect your health and wellness program to the corporate culture, both published (mission and vision statements) and underground (how things really get done). Align wellness initiatives with other corporate standards, such as plant and equipment maintenance.
4. **Give them a role to play.** Let managers know what they can do to help your program succeed. It may be as simple as "walking the talk." Employees are likely to respond if they see their managers working out in the company gym or participating in company-sponsored health events.
5. **Recognize managers whose departments meet wellness goals.** A little healthy competition never hurt. If managers see their peers being recognized for activities that are valued by senior management, they're more likely to join in.

Step 4: Promote! Promote! Promote!

Make sure your employees know about *HealthQ*

Utilize the communication vehicles that already exist within your company (newsletter, Intranet) to get the word out about *HealthQ* during your promotional period. Then, introduce additional promotional materials to ensure that employees take notice.

Hang posters, place tent cards on break room tables, use flyers and paycheck stuffers (for a four-week promotion, consider including *HealthQ* messages with two paychecks), to get the *HealthQ* message out!

Consider a kiosk to boost *HealthQ* utilization

Kiosks in employee areas such as cafeterias and break rooms offer *HealthQ* and the Personal Health Manager to employees who don't have computer access during their regular work day or at home.

Kiosks are often designed for usability, with touch screens, easy-to-use instructions, and limited functions so that even non-technical users can easily access health tools. For employees who don't regularly use computers, a kiosk can feel more approachable than a standard computer. If the cost of kiosks is prohibitive, similar functionality can be achieved with standard desktop computers. Companies can use older computers, stripped of software other than a Web browser and set up in empty workstations to give employees access to *HealthQ* through your company Intranet.

Give employees time to use the system

Providing computers or kiosks is only part of the answer; time is the other. Many employees use breaks and meal times to attend to personal needs, and don't have enough time or aren't motivated to use the time they have to focus on health. Consider setting aside time for employees specifically for health and wellness activities. The benefits – increasing the numbers of employees participating in health and wellness activities – should help outweigh any lost productivity. And employees will get the message that management prioritizes health and wellness for all employees.

Conduct an easy e-mail message campaign

To keep the momentum going throughout your *HealthQ* promotion, take a few moments to send out a weekly reminder e-mail to your employees, encouraging them to complete the *HealthQ* questionnaire.

Creating effective e-mail messages

E-mail messaging is a great way to let your employees know about *HealthQ* and the Personal Health Manager, and to encourage specific actions. Find out how to focus your messages for the best possible results.

The number one rule in creating effective e-mail messages is – GET FOCUSED! Don't try to do too much with one e-mail message. Let's say you want to encourage your employees to improve their fitness levels. That message is much too big – it needs to be focused.

1. **Decide exactly what action you want employees to take.** Find out their *HealthQ* score? Use the stairs instead of the elevator? Use the LEAP® online fitness program in our Personal Health Manager? Join the company health club? Focus on the one thing that's most important to you right now.
2. **Get their attention.** Faced with dozens, even hundreds of e-mail messages, what do most people look at first to decide what's worth opening? The subject line is the most important element – make sure it gets your message opened, not ignored. Send sample messages to yourself or colleagues to test how your subject line looks in your e-mail inbox. You'll be amazed at how your idea of good and bad subject lines will change!
3. **Speak directly to an individual.** When your e-mail message arrives, it won't be read by "all employees" or "all smokers" – it will be read by individuals. Imagine someone specific and write your message as if it's just to that person. Even though your e-mail eventually will go out to hundreds of employees, each one will feel like it's addressed specifically to him or her – and will be more likely to act on it.

4. **Test the message.** It's always a good idea to test any health communication message or information with selected members of the group you are trying to reach. Before sending the message to the whole group, send it to a small number of people and ask them for their feedback. You might be surprised at how they interpret your message. Once you get feedback, revise and test again. Repeat the process until you're sure your message and call to action are clear. This small extra step is worthwhile – your message will be far more effective and less likely to confuse or frustrate your audience.



Step 5: Ongoing Awareness

- Post a link to HealthQ on your company's Intranet for quick and easy access by your employees.
- Include a HealthQ brochure in packets for new employees, along with a list of all the wellness-related activities offered by your company. Taking the HealthQ is a great way for new employees to start their wellness journey with your company!
- Include an article about HealthQ in your company newsletter to remind employees about it, as well as Personal Health Manager tools, including lifestyle centers, a symptom tracker, and health tools and trackers. You can include success stories from employees who have reached a health goal, provide an update on your worksite wellness program or announce an upcoming wellness-related event. Anytime you talk about wellness, make sure to include HealthQ!

Sample newsletter article

What's Your HealthQsm?

Get your health score online, plus WebMD® health tools and trackers!

If you're interested in making healthy changes, *HealthQ* is a great place to start. If you haven't already, be sure to check out this exciting feature of our company's wellness program – MVP's Personal Health Manager (powered by WebMD®), featuring *HealthQ*.

HealthQ is a confidential online health risk assessment that gives you a health status "score" on a 100-point scale to create your own unique health profile, outlining your risks for a variety of health conditions, and creating an action plan for reducing your risks. And *HealthQ* is just the beginning. Also online, you'll find relevant information, health tools and trackers to help you meet your health goals — your very own Personal Health Manager!

The power to change starts when you know your *HealthQ*. Click the *HealthQ* link on the MVP Health Care Web site at www.mvphealthcare.com and log in today!

