



## **2008 - 2009 IMPLEMENTATION GUIDE -- FOR EMPLOYER**

Dear Purchaser,

**Welcome to the Healthy Pregnancy program from HealthPartners!** We're excited that your company has taken this positive step to supporting healthy pregnancies while keeping healthcare costs in check.

HealthPartners designed the Healthy Pregnancy program to ensure strong participation. The program encourages expecting moms and women planning a pregnancy to take advantage of the healthy pregnancy resources from HealthPartners. Awareness is the first key step to high participation rates. That's why we've developed the **Healthy Pregnancy Employer Communications Toolkit**. This toolkit contains useful information and materials for you to use to communicate with your employees throughout the year.

To achieve the best results with the Healthy Pregnancy program, it's very important to communicate frequently and consistently with employees. This program could be relevant at any time of the year to your employees – so to maximize your results, it's important to repeat the communications often.

The good news -- we've already done most of the work! Your *Implementation Guide* walks you through the process with messages about the Healthy Pregnancy program to share in your own internal communications, answers to common employee questions about the program and a sample implementation timeline to help you use these materials.

The Employee Toolkit is a complete set of **customizable communication tools** set up in an easy process, including:

- **Sample executive letter/ e-mail template** you can use for print or online distribution to welcome employees to the program
- **Poster** you can use to announce the Healthy Pregnancy program
- **Paycheck stuffer** to reiterate the announcement
- **Flyer** to explain more details about the program and to announce it
- **E-mail reminders** you can distribute to encourage employee participation

Thank you for agreeing to implement this toolkit with your company. When company leaders take a part in helping their employees understand and get excited about a program, it is so much more successful.

We're looking forward to working with you. If you have questions about the Healthy Pregnancy program, please contact your sales representative or broker.

Your partner,  
HealthPartners

## Toolkit instructions and implementation timeline

### How and when should you use the materials in this toolkit?

We suggest that you communicate frequently and consistently to remind eligible employees about the program most effectively. The materials within the toolkit will give you much, if not all, of what you need to do so. All that remains for you to do is customize, produce and distribute the materials to your employees.

### Communications phases

Again, as your employees will be eligible to enroll in the program throughout the year, we recommend two important phases to communication: announce and ongoing.

#### Announce phase

In order to create awareness and excitement about the Healthy Pregnancy program, it's important to announce that the program is available. In this phase, you'll want to:

- Distribute the **executive letter/ e-mail** to announce the program.
- Hang the **poster** in effective, high-traffic areas such as elevators, bathrooms, water coolers, etc.
- Distribute the **paycheck stuffer** to reiterate the announcement.
- Distribute the **flyer** in your building lobby, in the cafeteria, through HR, during open enrollment or using your other existing communications vehicles.

#### Ongoing phase

As the audience for this program is continuously changing, it's important to make communications frequent. In this phase, you'll want to:

- Send out the **e-mail reminders** about the program on a quarterly basis.
- Redistribute the **flyer** on a quarterly basis and keep available in HR areas, manager stations, etc.
- Redistribute the **paycheck stuffer** on the 6-month mark.
- Rotate **posters** throughout the building on a quarterly basis to recreate interest.

The materials within the toolkit are designed to provide a foundation for your internal communications at each of these stages. Please put in the customizable information, produce and distribute them, but feel free to include additional materials.

## Customizable areas

The collateral in the toolkit has specific sections for you to customize the material for your company and employees. Areas that are customizable include:

- Any rewards you are implementing for participation in the Healthy Pregnancy program. These areas can also be erased if you are not offering a reward. (Make sure what you write in the space makes sense with the rest of the sentence.)
- Signature areas to add in your company leader's name.

- Important contact information, including your company's customized HealthPartners Web site and/or member service number, if applicable.

Here are tips and information helpful to filling out those customizable areas:

- For the e-mails and letters – just copy the text, paste into your communication vehicle, add the customized information and distribute.
- Make sure to erase the brackets surrounding the areas that are customizable, as well as the instruction text within the brackets, when you are entering in your company-specific information.
- We suggest you center the text within the customizable area to make it look like a part of the standard text.
- Make sure to add punctuation if applicable around the customizable section – if it is at the end of the sentence or if it needs a comma. We didn't put standard punctuation in those areas in order to allow you adequate space, so remember to add punctuation if it is needed.

**After you fill in your customizable areas, please print off and fax to your HealthPartners sales representative or broker for review. We can help ensure that you have the correct information and answer any of your questions.**

### General messaging points about Healthy Pregnancy program

*Here are some important messages if your employees have questions about the Healthy Pregnancy program. You might refer to these points in communication outside of what you'll find within the toolkit, such as speeches, discussions with managers or in individual meetings.*

#### **EASY**

**The Healthy Pregnancy program is easy.**

All you need to do get your reward (if applicable) and the health benefits is take a brief pregnancy health assessment and participate in the e-mail program. The pregnancy health assessment is easy to take – it's online and only about 10 minutes. And it's not intimidating. It helps identify steps toward a healthy pregnancy. There is also a separate assessment for women planning a pregnancy. These resources are easy and free! Since the program is by e-mail, it is convenient and on the participant's schedule. The pregnancy health assessment will identify women who are at risk for a difficult pregnancy and these women will be contacted by a registered nurse for personal coaching by phone.

#### **EMPOWERING**

**The Healthy Pregnancy program helps women take more control over their pregnancy.**

The HealthPartners pregnancy health assessment helps to identify pregnancy risks early – with plenty of time for women to seek professional guidance and care with the help of a registered nurse. And the e-mail program provides healthy tips and lifestyle advice for participants to take charge of their health. Plus, the 24-hour Babyline helps women get answers to their concerns and questions during or 6-weeks after pregnancy – at all hours of the day.

#### **PRIVATE**

**All health information and participation with the Healthy Pregnancy program is private.**

No one within the company will ever see employee health information collected as part of the program. Your health is your business and we respect your privacy.

### **REWARDING**

**The Healthy Pregnancy program provides relevant rewards.**

Beyond the reward of taking active steps towards a healthy pregnancy, the Healthy Pregnancy rewards participants with relevant rewards. Pregnant participants will receive the rewards determined by your company, if applicable. Women planning a pregnancy can take their own pregnancy planning health assessment and e-mail course at no cost to them, but they do not receive the additional rewards.

### **TAILORED**

**The Healthy Pregnancy program is unique to each individual.**

When a participant takes the pregnancy health assessment or planning health assessment, she receives an individual, confidential score based on her answers. This score helps identify risks and connect these women with a registered nurse if they are at risk for a difficult pregnancy.

### **VOLUNTARY**

**Participation in the Healthy Pregnancy program is always voluntary.**

Participation is voluntary.

## **Employer FAQ - This is for you (please do not distribute to employees)**

**Is the Healthy Pregnancy program in place at other companies?**

Yes. We've brought the program into other companies and we're excited to bring it to you.

**Why the emphasis on a healthy pregnancy?**

The Healthy Pregnancy program is about taking control and prevention. We know that it's much more preferable and cost-effective to address pregnancy risks early – which both moms and companies appreciate.

**Do employees have to participate?**

No. Employees are not required to participate in the Healthy Pregnancy program – though we hope they do!

**Are employees planning a pregnancy eligible for the program?**

An employee planning a pregnancy is eligible to take their own pregnancy planning health assessment and an e-mail program tailored for pregnancy planning, but they are not eligible for the participation rewards.

**Do I need to track employee participation?**

No. HealthPartners handles the administration work for you.

**Do I need to communicate to employees about the program?**

Yes. Communications are very important and will help your company achieve the participation rates you'd like.

**Can spouses participate?**

Spouses who are dependents on the employee's HealthPartners benefit plan may participate. They may not participate if they are not a HealthPartners member.