



BlueCross BlueShield
of North Carolina

Preventive Care Employee Communications Toolkit

How-to Guide



HELP YOUR EMPLOYEES ENGAGE IN PREVENTIVE CARE.

**THIS IS
HOW**

Leverage this ready-to-use, multi-touch toolkit of customizable employee communications designed to encourage regularly scheduled preventive care, prioritize whole-person health and adopt easy, customizable healthy habits.

By promoting open dialogue and driving awareness of available resources, you can help your workforce take advantage of their available health care benefits and prioritize preventive health care.

Prioritizing preventive care.

Making time for preventive care means staying ahead of health issues before they become health conditions.

25%

Nearly 25% of people in the United States didn't go to the doctor for an annual checkup last year.¹

\$36.4B

Five chronic diseases or risk factors—high blood pressure, diabetes, smoking, physical inactivity and obesity—cost U.S. employers \$36.4 billion a year due to missed work.²

1 IN 3

Nearly one in three people who have a long-term physical health condition also have a mental health concern—most often depression or anxiety.³

We're here to help.

Focusing on three key areas within preventive care.

At Blue Cross and Blue Shield of North Carolina (Blue Cross NC), we've created a variety of communications to help you connect with employees about three important topics within preventive care — proactive care, whole-person health and healthy habits.

PROACTIVE CARE

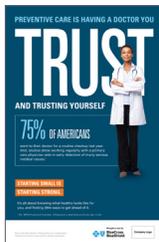
Blood pressure screening and control is one of the most effective ways to prevent heart disease and stroke. Among people with diabetes, blood pressure control reduces the risk of cardiovascular disease by 33 to 50%.⁴

KEY EMPLOYEE MESSAGE

Making time for preventive care can be simple.

DETAILS

Educate and remind employees to take advantage of covered care and provide strategies for easier access.



WHOLE-PERSON HEALTH

Improving psychological well-being has been shown to increase a healthy immune response and enhance resistance toward disease.⁵

KEY EMPLOYEE MESSAGE

Honor the mind-body connection and prioritize mental well-being.

DETAILS

Emphasize the connection between physical and mental health and provide actionable strategies for improving well-being.



HEALTHY HABITS

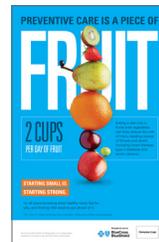
Eating a diet rich in fruits and vegetables daily can help reduce the risk of many leading causes of illness and death, including heart disease, type 2 diabetes and some cancers.⁶

KEY EMPLOYEE MESSAGE

Discover the easy healthy habits that work for you.

DETAILS

Recognize that each employee's definition of health will be unique and empower them with customizable strategies to improve their overall health.



Available Material

We developed turnkey and easily customizable communication materials, so they'll easily fit within your existing company branding and communications initiatives. Use them as a complete set or individually depending on your needs.

LEARN AND PLAN



How-to Guide

Information on how to use the toolkit, set your activation plan and track results.

Format: Interactive PDF

DOWNLOAD

ACTIVATE

ONLINE COMMUNICATIONS



Digital Banners

Preventive care educational ads for use on employer intranet or within other communications.

Format: Static Ads, JPGs, Illustrator design files

DOWNLOAD

ONSITE COMMUNICATIONS



Tent Cards

Self-standing table displays that can be used around the workplace to educate employees on key preventive care topics.

Format: Print-ready PDFs, Illustrator design files

DOWNLOAD



Posters

Eye-catching and informative promotional pieces to educate employees about the importance of focusing on their preventive care.

Format: Print-ready PDFs, Illustrator design files

DOWNLOAD



Lobby Display Screen

Large format digital display to capture attention and promote preventive care.

Format: MP4s, JPGs, After Effects design files

DOWNLOAD

DIRECT COMMUNICATIONS



Email

Tailored communications addressing employee preventive care.

Format: HTML, JPGs, Illustrator design files

DOWNLOAD

SHARE RESOURCES



One-page Resource Guide

Customizable template to help you summarize and promote the preventive care resources available.

Format: Editable PDF, InDesign file

DOWNLOAD

Activation Roadmap

Implementing this initiative is easy. Follow the suggested schedule and steps below to promote more open dialogue about preventive care with your workforce. Click on each step for activation tips and see the following page for additional support and resources available to help.



STEP 1
STEP 2
STEP 3
STEP 4

Read how-to guide, consult with your authorized Blue Cross NC representative

Use this guide to determine how you'd like to use this initiative. Talk with your authorized Blue Cross NC representative about any questions and support you need to implement it with your workforce.

CONSIDERATIONS

 Decide if you will use it as a standalone communications initiative or integrate with existing preventive care communications.

 Plan the launch and release dates for the various communications.

 Select the channels you'd like to use and the asset formats for them.

 Identify what internal resources are available to customize the content and if you may need any outside resources to supplement them.

Need further activation support?

While our goal is to give you everything you need and make it easy to implement, we know you may still want an outside partner to help. Speak to your authorized Blue Cross NC representative for assistance with:

 **Questions**
Getting the answers you need to best utilize the assets.

 **Customization**
Adding company branding, changing format specifications.

Activation Roadmap

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Customize assets

Download the assets file and review the usage guidelines to tailor the suite of communication materials.

CONSIDERATIONS

 All assets require including your company logo.

 All materials include a “Find Support” call-to-action URL. Determine if this link will direct users to an existing resource page or the one-pager resource guide provided in this toolkit.

 Customize the resource guide with the preventive care services available to your employees.

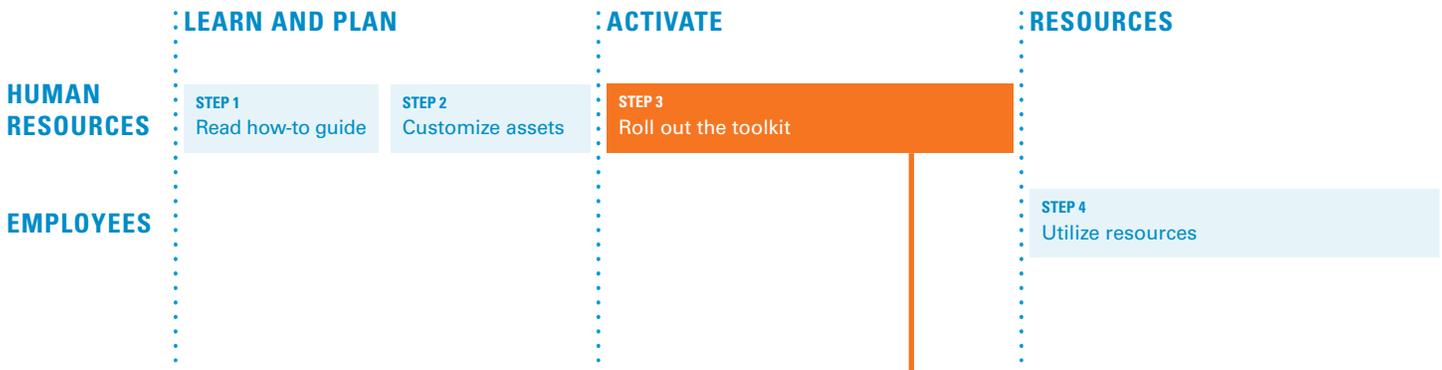
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STEP 1 **STEP 2** **STEP 3** **STEP 4**

Roll out the toolkit

Choose your preferred path and begin sending out your Preventive Care Employee Communications, staged over a three-month period. The toolkit is turnkey, but you are able to customize the order of topics to fit your workforce.

CONSIDERATIONS

 Choose the order in which you want to engage employees in the three key topic areas (proactive care, whole-person health, healthy habits).

 Release all of the materials as a series, and leave them up for employees to see. Encourage leaders and managers to support the importance of the initiative and talk about the materials.

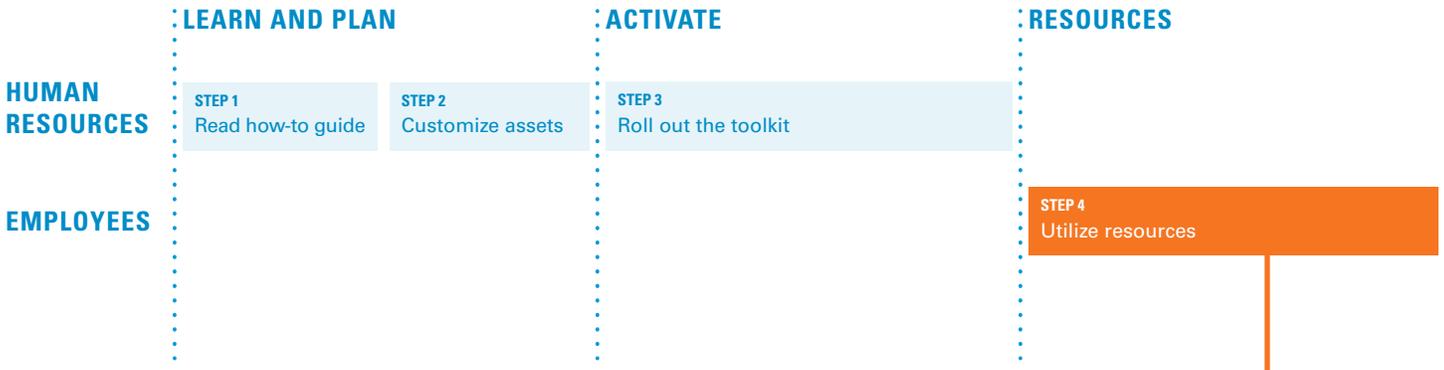
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STEP 1 STEP 2 STEP 3 **STEP 4**

Employees utilize preventive care resources

Create a single point of access to all resources you offer, from health insurance member services and Employee Assistance Programs (EAPs), to telehealth and online self-guided tools.

CONSIDERATIONS

- Track, through usage or feedback, which resources are most accessed and helpful.
- Identify where you can flex existing support (such as paid breaks for proactive care appointments or onsite health screenings), in addition to where you can expand benefits to address unique health concerns (such as online wellness or meditation programs to address whole-person health).
- Break down barriers to seeking help; for example eliminating a \$10 copay can result in twice as much employee engagement.⁷

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⁷ AbleTo, Commercial Health Plan Analysis, 2016.

Usage Guidelines

The following provides instructions on how to add your company branding, customize the content and select the formats you need.

SPECIFICATIONS	CUSTOMIZATION	
BRANDING	CHANGE	DON'T CHANGE
<ul style="list-style-type: none"> • Employer logo can be added to assets in the “company logo” space with equal sizing to the local Blue Cross NC Plan logo. • Employer cannot remove the Blue Cross NC marks or modify them without local Blue Cross NC Plan permission. • All employee communications must be constructed so that it is clear that the employer is not the same as, affiliated with or related to the local Blue Cross NC Plan. 	Company logo	Blue Cross NC logo
CONTENT	CHANGE	DON'T CHANGE
<ul style="list-style-type: none"> • The existing creative cannot be changed outside of adding your company logo, the Find Support URL and the services available in the resource guide. • The photography rights are only licensed for use within provided assets together with the Blue Cross NC branding. They cannot be used for any other purpose. 	Find Support URL, Resource guide	Creative design, Copy, Photography
FORMATS	CHANGE	DON'T CHANGE
<ul style="list-style-type: none"> • Sizing/output file types can be changed as long as it maintains the same creative elements and ratio as the assets provided. • New formats, sizing ratios and asset types must not be created without permission from your local Blue Cross NC Plan. 	Sizing and output file if ratio and elements maintained	New formats, Sizing ratios, Asset types (without permission)

Measuring Success

Tracking the impact of this effort is important but not always easy to know how to do. Here are some indicators that can help get you started.

<p>Awareness and engagement with material</p> <ul style="list-style-type: none"> • Email open rates, clicks, etc. • Downloads of resources template • Employee sharing of content 	<p>Utilization of preventive care support</p> <ul style="list-style-type: none"> • Regular participation in company-covered care and benefits • Proactive care visits • EAP usage • Self-guided behavioral health tool usage (e.g., apps, online programs) • Engagement in company-sponsored programs (e.g., regular vaccination reminders) 	<p>Impact on company culture and practices</p> <ul style="list-style-type: none"> • Regular educational/social programs on preventive care topics • Open dialogue about utilizing covered preventive care • Setting aside time in company schedule for preventive care appointments 	<p>Employee engagement and satisfaction</p> <ul style="list-style-type: none"> • Improved preventive care perceptions (i.e., ease of using covered care and the time it will take to do so) • Recognition of ability to personalize covered care • Increased open communication about utilization of preventive care and adoption of healthy habits
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Giving full health our full attention.

Blue Cross and Blue Shield companies are addressing a wide array of the most critical health care topics employers are facing. Visit [SmarterBetterHealthcare.com](https://www.SmarterBetterHealthcare.com) to get an in-depth look at this range of topics and learn actionable steps for addressing these issues on behalf of your workforce.

One of our recent Employee Communications Toolkits covered the critical topic of Behavioral Health. We have a customizable multi-touch toolkit available on this subject that was designed to actively decrease stigma, reduce everyday stress, address burnout and more.

Explore our latest Behavioral Health Employee Communications Toolkit [here](#).



Next step: Download our Well-Being@Work Toolkit!



DOWNLOAD IT TODAY AT

[BlueCrossNC.com/GetWellbeingToolkit](https://www.BlueCrossNC.com/GetWellbeingToolkit)

At Blue Cross NC, we believe in promoting the full health and well-being of our members. Smarter, better health care isn't confined to the doctor's office – it extends to homes and workplaces, too.

Whether you're just starting out or have a well-established health and well-being program, our Well-Being@Work Toolkit offers actionable information on:

- Using **data and analytics** to spot unmet needs
- Applying **consumer experience (CX)** principles to boost engagement
- Promoting well-being across different generations
- Addressing **social determinants of health** and reducing the stigma of **behavioral health** issues in the workplace
- **Measuring results** to learn and grow year-over-year

1 CDC, "BRFSS Prevalence & Trends Data," US Department of Health & Human Services, Sept. 13, 2021.

2 National Center for Chronic Disease Prevention and Health Promotion, "Chronic Disease Fact Sheet: Workplace Health Promotion," Centers for Disease Control and Prevention, June 9, 2022.

3 "Physical Health and Mental Health," Mental Health Foundation, Feb. 18, 2022.

4 HealthyPeople.gov, "Clinical Preventive Services," Office of Disease Prevention and Health Promotion, 2020.

5 Abdurachman and Netty Herawati, "The Role of Psychological Well-being in Boosting Immune Response: An Optimal Effort for Tackling Infection," African Journal of Infectious Diseases, Mar. 7, 2018, 54-61.

6 CDC, "Only 1 in 10 Adults Gets Enough Fruits or Vegetables," US Department of Health and Human Services, May 16, 2021.

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