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SJVIA Board Meeting: Consultant’s Report – 2020 SJVIA Wellness Program Communication Campaign and Timeline

At the July 19, 2019 Board Meeting, the SJVIA Board approved to launch Anthem’s Future Moms program to members and also implement a communication campaign including Future Moms and Centers of Excellence. A need has arisen to also include communication on diabetes care and Live Health Online access (the latter applicable to Anthem members only). For this reason, together with Anthem, Kaiser, and VSP, we have developed the following timeline and communication campaign.

The following is a suggested timeline for the communication campaign. Individual Counties may adjust to timeline coincide with their specific wellness activities and calendars.

Program	Initial Release (Month/Week)	Subsequent Releases (Month/Week)	
Future Moms – Healthy Moms	February 24-28	April 6-10	August 3-7
Centers of Excellence	March 2-6	May 4-8	September 7-11
Live Health Online (Anthem only); kp.org	March 9-14	June 8-12	October 5-9
Diabetes Management	March 16-20	July 6-10	November 2-5

The following are email samples which can be used to roll out the targeted programs referenced in the table above. Immediately below each sample email are the applicable flyers from Anthem, Kaiser, and VSP to be distributed with the email. We recommend this campaign be repeated in April and again in August. Samples of the flyers are attached to the Consultant’s Report. Messages and flyers may also be included in County newsletters to employees.

1. Future Moms – Healthy Moms — email the week of February 24 - 28

SAMPLE EMAIL:

Increase Your Chances of Having a Healthy Baby

“Not all birth defects can be prevented. But you can increase your chances of having a healthy baby by managing health conditions and by adopting healthy behaviors before and during pregnancy. Taking care of yourself and doing what’s best for you is also best for your baby!” January 17, 2020, www.cdc.gov/ncbddd/birthdefects/prevention-month.html

The Centers for Disease Control and Prevention recommends:

- Visit your healthcare provider and check out what your medical health plan offers
- Take 400 micrograms (mcg) of folic acid every day

- Try to reach a healthy weight before you become pregnant
- Avoid harmful substances, such as alcohol and tobacco

Anthem Flyers– Future Moms program

- a. Future Moms Digital Support – English*
- b. Future Moms Digital Support – Spanish*

Kaiser – Maternity Care

2. Centers of Excellence — email the week of March 2-6

SAMPLE EMAIL:

Access to High Quality, Specialized Care

Everyone wants high quality care and your health plans have designated certain locations to deliver just that for specific conditions. Centers of Excellence are designated care locations focused on best practices related to a certain health care condition, while delivering expert and cost-efficient care, which promote the best outcomes. You are encouraged to speak to your health care practitioner about a Center of Excellence should you need specialized services such as: Cancer, Cardiac Care, Bariatric Surgery, High Risk Maternity, Total Joint Replacement (knee/hip), Spine Surgery, Transplants.

Anthem flyers – Centers of Excellence

- a. About Blue Distinction
- b. Blue Distinction Centers – Substance Use Treatment and Recovery

Kaiser Centers of Excellence location list

3. Live Health Online (Anthem only); kp.org — email the week of March 9-13

SAMPLE EMAIL:

Be Connected

We all want to belong and connect to others. Did you know that it is important to connect to your health plan, too? There are several reasons why: 1) You can view your plan year history, 2) Find providers, 3) **Have video visits**

What's that last one? Yes, that's right! You can connect to a practitioner via your computer, tablet, or smart phone. Video visits are a convenient way to assess your condition and receive a treatment plan. When should you consider a video visit? When you experience a fever, a cold, the flu, pinkeye, dermatologic condition, when you have an urgent, but non-life-threatening condition.

Anthem Flyer – Live Health Online

Kaiser Flyers – Connecting online

- a. My Doctor Online
- b. Join Your Video Visit
- c. Simple Steps to Connect

4. Diabetes — email the week of March 16-20

SAMPLE EMAIL:

March 25th is American Diabetes Alert Day

Diabetes is the seventh leading cause of death in the United States and it is important to manage the disease if we already have it. Uncontrolled diabetes can lead to eye and vision problems (including blindness), kidney failure, nerve damage, heart disease, and amputations. Fortunately, controlling blood-glucose levels can help prevent many of these problems. Your health plan is ready and prepared to assist in managing diabetes and will help in providing the best treatment program to control the disease. Check out their programs today!

Anthem Flyers – Diabetes management

- a. 16-week Program: County of Fresno
- b. 16-week Program: County of Tulare
- c. Condition Care Support*

Kaiser Flyers – Diabetes care management

- a. Prevent Type 2 Diabetes
- b. Diabetes Care Management
- c. Diabetes Classes

VSP Flyer – Diabetes Prevention

- a. Eye on Diabetes