



What will you do for
**better employee
health today?**

**Start promoting a Health Assessment
campaign in your workplace.**

We have the tools you need to get started. And to
get your employees on the road to better health.



Health Assessments: The first step in making healthy changes

The Health Assessment is basically an online health calculator. Employees answer questions about their lifestyle, current health and history. Then they get a personal report with health tips if needed. The report also tells employees if they can sign up for other health programs that may be offered through their plan at no extra cost.

Safe, secure information

Keep in mind that your employees' information is safe and private. Any information they enter in the Health Assessment is protected in compliance with the Health Insurance Portability and Accountability Act's (HIPAA) Privacy and Security Rules. We don't use data from the assessments for underwriting, determining eligibility or denying coverage. And, we let your employees know that you can only see aggregate data – and not details on specific people. So they can trust in the security of their Health Assessment information and results.

Promote better health in workplace

The Health Assessment is a good first step in encouraging better employee health. It can also open doors for starting other campaigns in the workplace around things like healthy eating or getting active. In fact, workplaces are a great place to promote change and boost healthy habits. They support behavior changes by altering the environment and social norms.*

For the Health Assessment to be effective, it takes a combination of strong, meaningful messages, energetic promotion and support from management. Many employees like to hear from their company's top leaders. The Health Assessment campaign can have the greatest impact if top-level managers are engaged and communicate the benefits. It can be even more effective if managers take it themselves.

Enlist the support of the CEO or president. This is a way to help employees feel supported and hear that their leaders care about their well-being.

Here are more tips for a successful launch

- Set a launch date and build interest in the meantime. Let employees know something new is coming that will benefit all of them.
- If your budgets allow, think about offering a promotional item or other incentive for taking the Health Assessment. It could be ongoing or a one-time offer.
- Encourage a friendly competition between departments. See which can get 100% participation in the Health Assessment within a week or month. (Employees don't need to share their results. They can simply share whether they've completed it if they wish.)
- Send a note to employees who have taken it to thank them for taking a step toward better health.

Get free promotional materials

We have a kit of materials ready for you to use to encourage your employees to take the Health Assessment. They include:

- **Executive letter:** This is a great first step for top-level managers to communicate the availability of the Health Assessment to your employees. Cut and paste the text on your letterhead or keep it on ours. You can email it to staff or put it in each employee's mailbox.
- **Flier:** Employees will be more likely to take an assessment if they understand the benefits of doing it. Use this flier to help build awareness. It includes directions for logging in online.
- **Poster:** This color poster reminds employees of the benefits of taking the Health Assessment and explains how to access the tool. Print several copies and display them in highly visible areas like in break rooms, near elevators and stairwells and within each department.
- **Emails:** These short messages are a great way to remind employees of the assessment. Consider sending emails to all employees at least once a week to keep it top of mind.

Track your program and share your results

Just use your participation or aggregate reports to stay on top of your group's health needs. And be sure to share any concerns or successes with your Empire rep. We'd love to hear what works for you!

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



Access these materials on Time Well Spent at timewellspent.empireblue.com. All items are ready for you to print and use at your workplace.



Contact your Empire rep or visit
empireblue.com to learn more.



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

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