

Communication Plan for HealthQuest Rewards Program

MONTH	ACTIVITY
July	Wellness Champion Network webinar on 2011 credits program (to prepare champs for 2012)
Aug	Wellness Champion Network webinar - reminder on 2011 credits program (to prepare champs for 2012) HR E-blast on 2011 credits program (to prepare employees for tracking in 2012)
Sept	Credits explanation page with FAQ on HQ & SEHP websites Credits program presentation at Open Enrollment Training for Personnel Officers Wellness Champion Network webinar on new HQ Rewards Prgm for Premium Discount Announced through social media post - blog/facebook/twitter/YouTube Credits prgm included in emails sent to HR about employee Open Enrollment mtgs HR webinar trainings on credits program (as many as needed)
Oct	Launch of 2012 HealthQuest wellness portal w/credits tracking system Credits program presentation at Open Enrollment meetings for employees & handout HR E-blast announcing credits prgm Newly printed HQ materials provided to HR for distribution (brochures, posters, table tents) Employee webinars about credits program Monthly newsletter - feature a way to earn credits Monthly Employee Assistance Program newsletter - include note on earning credits for using services Weekly post - blog/facebook/twitter Include credits info in quarterly SEHP newsletter 2012 welcome packet sent to all households by Alere Promote credits prgm at KSU benefits fair Add info about credits prgm to kansas.gov employee portal & self service site Provide credits prgm info to agencies for intranet sites/newsletters Credits program info included in Blue Cross fall member newsletter
Nov	Credits program insert with Health Screening promo mailed to all households Employee webinars about credits program Monthly newsletter - feature a way to earn credits Monthly Employee Assistance Program newsletter - include note on earning credits for using services Weekly post - blog/facebook/twitter Tobacco Prgm mailing with enrollment/deadline info to Open Enrollment file of tobacco users
Dec	Monthly newsletter - feature a way to earn credits Monthly Employee Assistance Program newsletter - include note on earning credits for using services Weekly post - blog/facebook/twitter Email reminder to check credits sent by Alere to all registered portal users Employee webinars about credits program - ongoing as needed Tobacco Prgm mailing with enrollment/deadline info to new hire file of tobacco users (monthly)
Jan	Monthly newsletter - feature a way to earn credits Monthly Employee Assistance Program newsletter - include note on earning credits for using services Weekly post - blog/facebook/twitter HR E-blast - reminder to check credits on portal Include credits info in quarterly SEHP newsletter Promote credits prgm at KU Wellness Fair Tobacco Prgm mailing with enrollment/deadline info to new hire file of tobacco users (monthly)
Feb	Monthly newsletter - feature a way to earn credits Monthly Employee Assistance Program newsletter - include note on earning credits for using services

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	Weekly post - blog/facebook/twitter
	Tobacco Prgm mailing with enrollment/deadline info to new hire file of tobacco users (monthly)
Mar	Monthly newsletter - feature a way to earn credits
	Monthly Employee Assistance Program newsletter - include note on earning credits for using services
	Weekly post - blog/facebook/twitter
	Email reminder to check credits sent by Alere to all registered portal users
	Promote credits prgm at WSU wellness fair
	Tobacco Prgm mailing with enrollment/deadline info to new hire file of tobacco users (monthly)
Apr	Monthly newsletter - feature a way to earn credits
	Monthly Employee Assistance Program newsletter - include note on earning credits for using services
	Weekly post - blog/facebook/twitter
	Include credits info in quarterly SEHP newsletter
	Promote credits prgm at PSU wellness fair
	Tobacco Prgm mailing with enrollment/deadline info to new hire file of tobacco users (monthly)
May	Monthly newsletter - feature a way to earn credits
	Monthly Employee Assistance Program newsletter - include note on earning credits for using services
	Weekly post - blog/facebook/twitter
	Promote credits prgm at KDHE/CCW wellness fair in Topeka
	Tobacco Prgm mailing with enrollment/deadline info to new hire file of tobacco users (monthly)
June	HR E-blast - reminder to check credits on portal
	Monthly newsletter - feature a way to earn credits
	Monthly Employee Assistance Program newsletter - include note on earning credits for using services
	Weekly post - blog/facebook/twitter
	Email reminder to check credits sent by Alere to all registered portal users
	Tobacco Prgm mailing with enrollment/deadline info to new hire file of tobacco users (monthly)
July	HR E-blast - reminder to check credits
	Monthly newsletter - feature a way to earn credits
	Monthly Employee Assistance Program newsletter - include note on earning credits for using services
	Weekly post - blog/facebook/twitter
	Include credits info in quarterly SEHP newsletter
	Tobacco Prgm mailing with enrollment/deadline info to new hire file of tobacco users (monthly)
Other	Include credits info in any Alere campaign emails to portal users
	Include credits info with Alere materials/mailings
	Work with HR on the communication plan - consider focus groups
	Include a one-page insert with any health plan mailings to homes
	Add credits info to HR admin manual that Cindy is working on
	Add credits info to BCBS website/newsletters to members
	Present to various groups at their meetings - PIO, HR, Astra (accountants)