

Consumerism

We create interactive videos, consumerism guides, newsletters, articles and home mailers to educate and engage employees and spouses in becoming better managers of their healthcare and well-being. We use personas to show how wellness program tools and resources can benefit them.

Brainshark Videos

With Dan and Crystal

Crystal's TOP 5 Smart Patient Tips

Crystal Helps Dan Find a Primary Care Physician

Choosing the right doctor makes a big difference.

The HRA Plan Two parts

1 Medical Plan

- Lower monthly premiums
- Network and non-network coverage
- Annual deductible
- Protection from major costs
- 100% preventive care
- Personal support and tools
- Help from 24-hour Health Coaches
- No copayments at doctor's office

2 Health Reimbursement Account (HRA)

- Funded by University
- Pays first eligible medical and pharmacy bills
- Pays portion of deductible
- Unused funds carry over

What Is an Interactive Video?

Interactive videos are posted on a secure, external server for employees and spouses to access from any computer, tablet or smartphone. Viewers can download pdfs or link to websites while viewing the video. The video can also be posted on a portal. See *How to Make an Interactive Video*.

Newsletters and Articles

The right path

Leadership Message

Benefits Bulletin
Helping you informed about your benefits

Sample

Comparing the Differences in Medical Plan Options, Part 2

Facing a serious medical diagnosis?
Call Best Doctors

Sample

Benefits Bulletin
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Personas

GINA PLAYS IT SMART

35-year-old mother of two

I don't have many healthcare expenses, but I want good medical coverage. I need it. So I'll enroll in the HDHP with lower paycheck contributions.

Gina explains why she chose to enroll in Consumer Driven Health Plan.

Mailers

Health Assessment
helpful.com/healthcare by 3/31/13

Preventive Checkup
by 9/30/13

Employee Assistance Program
888.848.7888

Clings sent to homes to promote wellness activity deadlines and resources.