

HEALTH PROMOTION CAMPAIGNS:

Adult health maintenance exam and preventive screenings

Preventive care is one of the most important ways to improve individual health and control rising health care costs. Health care costs can be controlled by shifting spending from high-cost disease treatment to low-cost early detection or intervention. All MESSA health plans cover health maintenance exams, specific preventive screenings and recommended immunizations at 100% — not subject to deductible — when performed by in-network providers.

HELPFUL TIPS TO GET STARTED:

- Define the goal of the campaign.
- Choose activities to incorporate into the campaign.
- Identify resources to successfully execute your campaign. What resources do you have? What additional resources do you need?
- Communicate with your members to get them involved.
- Create a campaign calendar containing information release dates and planned activity dates.
- Evaluate your efforts through surveys and measurements indicated on next year's wellness report card.

CAMPAIGN GOALS:

- Educate members about coverage for annual exams and preventive care.
- Educate members about importance of routine preventive care.
- Increase number of members getting an annual exam.
- Increase use of free preventive health benefits: annual exam, screenings, immunizations, etc.

CAMPAIGN ACTIVITIES:

1. Increase awareness of health maintenance exams/preventive screenings

- Include program information in staff newsletters
- Display posters in prominent staff areas
- Schedule a health presentation with your MESSA health promotion consultant

2. Increase awareness about MESSA wellness benefits. Learn more at messa.org/wellness.

- Newsletters
- Flyers
- Posters
- Presentations

3. Increase awareness of Teladoc Health services: 24/7 Care, Mental Health, Virtual Primary Care and Chronic Condition Management. Learn more at messa.org/Teladoc.

- Newsletters
- Flyers
- Posters
- Presentations



MESSA HEALTH PROMOTION CONSULTANT, RHONDA JONES:

MESSA's health promotion consultant can help your group with planning, implementing and evaluating your health and wellness needs. She can assist in developing campaigns to address your group's specific needs.

MESSA's health promotion consultant can assist you with wellness and health promotions. Contact Rhonda Jones at 800-292-4910 or email healthy@messa.org.

MESSA CONTACTS:

- MESSA's award-winning Member Service Center is staffed with experts who can assist members with questions about their benefits, help members find in-network providers and more. Call us at 800-336-0013. You can also chat with our team online or send a secure message via your MyMESSA member account.
- MESSA field representatives can help members get the most value from their health plan. Contact your local field representative at 800-292-4910.
- Teladoc Health 24/7 Care, Teladoc Mental Health and Teladoc Virtual Primary Care. Enroll at messa.org/Teladoc
- NurseLine is a 24/7 help line staffed by registered nurses. Contact NurseLine at 800-414-2014
- Contact MESSA member services to preauthorize a flu shot clinic at your place of work. Flu shots are covered at 100% — not subject to plan deductibles — when administered by a covered health provider. Call 800-336-0013 for more information.

