

# HEALTH PROMOTION CAMPAIGN:

## Adult Health Maintenance Exam and Preventive Screenings

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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.

### Mechanics of running a campaign:

- Determine the goal/purpose of your campaign.
- Determine what human and material resources you have/need to successfully execute your plan.
- Determine what activities you want to incorporate into your wellness plan.
- Determine how you will communicate with your members. How will you promote member education and involvement activities?
- Create a campaign calendar containing information release dates and planned activity dates.
- Evaluate your efforts through surveys and measurements indicated on next year's report card.

### Campaign goal:

- Educate members about coverage for health maintenance exams and preventive care.
- Educate members about importance of routine preventive care.
- Increase use of health maintenance exam benefits.
- Increase use of preventive screening health benefits.

### MESSA contacts and resources:

- MESSA field representatives can help members get the most value from their health plan. Contact your local representative at 800-292-4910.
- MESSA's health promotion consultant can assist you with wellness and health promotions. Call 800-292-4910 or email [healthy@messa.org](mailto:healthy@messa.org).
- MESSA member service representatives can inform members about benefit coverage and in-network providers. Contact them at 800-336-0013.
- Teladoc Health 24/7 Care, Teladoc Mental Health and Teladoc Virtual Primary Care. Enroll at [messa.org/Teladoc](https://messa.org/Teladoc)
- Contact MESSA member services to preauthorize your flu shot clinic. 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.
- *NurseLine* is a 24/7 help line staffed by registered nurses. Contact *NurseLine* at 800-414-2014.

### MESSA material resources:

- Health maintenance exam and adult immunization flyers
- Avoid the flu posters
- Healthy lifestyle posters

## **MESSA material resources (continued):**

- MESSA phone list magnets
- Cancer screening brochure

## **MESSA health promotion consultants:**

Your health promotion consultant will advise your group/wellness committee on planning, implementing and evaluating your health/wellness needs and then the campaign(s) to begin addressing these needs.

## **Campaign activity suggestions:**

### **INCREASE AWARENESS OF HME/PREVENTIVE SCREENINGS**

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

### **INCREASE AWARENESS ABOUT MESSA WELLNESS BENEFITS**

- Newsletters
- Flyers
- Posters
- Presentations

### **INCREASE AWARENESS OF ONLINE DOCTOR AND THERAPIST VISITS**

- Newsletters
- Flyers
- Posters
- Presentations

## **Related activity suggestions:**

- Lunch and learn seminar
- Worksite flu shot clinic