HEALTH PROMOTION CAMPAIGN:
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 percent — not subject to deductible — when performed by in-network providers.

Mechanics of running a campaign:

• Determine your 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.
• MESSA member service representatives can inform members about benefit coverage and in-network providers. Contact them at 800-336-0013.
• Blue Cross Online Visits for medical and behavioral health visits. Enroll at messa.org/onlinevisits.
• Contact MESSA member services to preauthorize your flu shot clinic. Flu shots are covered at 100 percent — 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