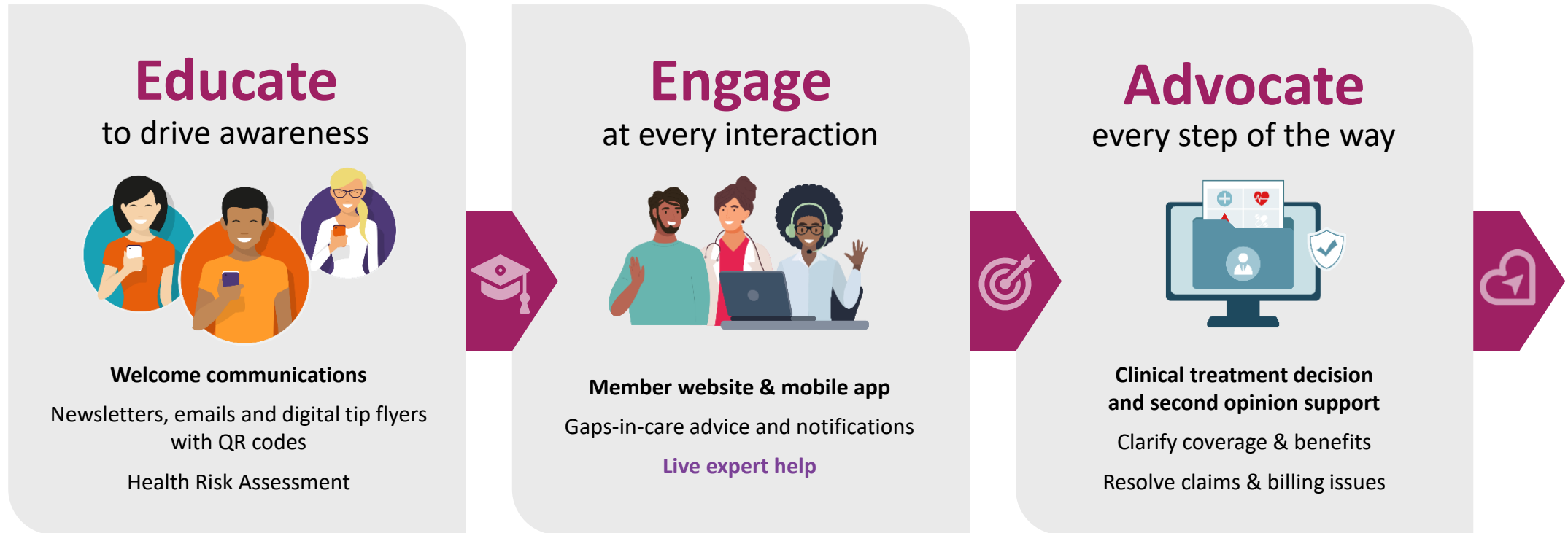




Health Advocacy & Navigation

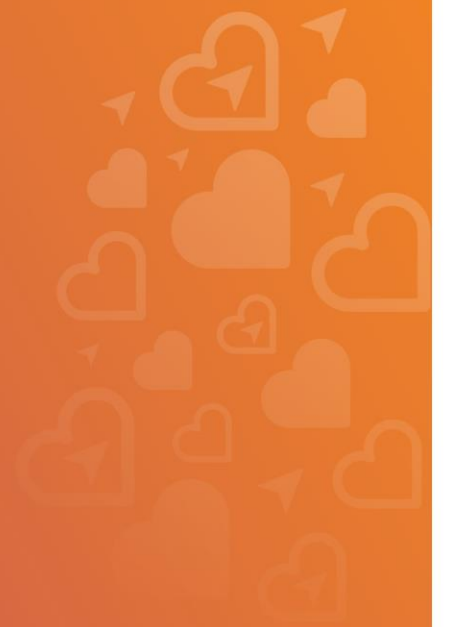
Teachers' Association of Lindenhurst | March 4, 2024

Our mission is our promise



A HIPAA-compliant path to better health and well-being

Health Advocacy & Navigation



A whole-person solution that helps every person, every time

Expert compassionate staff



- Benefits experts and claims specialists
- Medical Directors and Registered Nurses
- Wellness coaches
- Licensed counselors
- Case managers and social workers
- Research associates

Help for the whole family



- Employees
- Spouses/partners
- Dependents
- Parents
- Parents-in-law
- Special help for seniors

Member website & mobile app



- Open a Health Advocate case
- Message our experts directly
- View personalized health alerts
- Upload and sign forms
- Watch webinars and videos

Support for administrative issues

Provide support for any insurance-related questions or issues

Find the right care at the right time, including doctors and specialists

Clarify coverage and benefits

Schedule appointments and arrange the transfer of medical records

Locate community and eldercare resources

Research ways to reduce prescription and healthcare costs

Explain all parts of Medicare

Resolve healthcare, claims and medical bill issues

Provide year-round benefit support including during open enrollment

Review and negotiate medical bills

Our experts do the legwork, so everyone gets time back

Support for clinical issues

Answer questions about diagnoses, conditions, treatments, and tests

Coordinate care and clinical services with treating physicians

Review treatment options grounded in evidence-based practices

Medical decision support; arrange second opinions

Help prepare for doctor visits, review results, and plan future actions

Facilitate pre-authorizations

Discuss the cost and quality of services to help make informed decisions

Coordinate with other programs: Health plans/TPAs/third-party point solutions

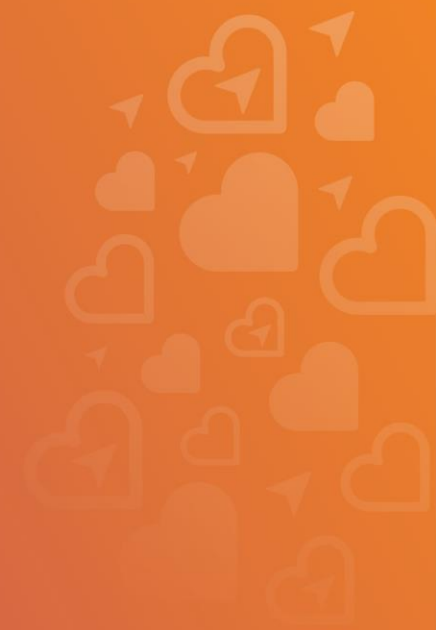
Caring experts guide, clarify, arrange, and provide peace of mind

Special help for parents, parents-in-law, retirees and pre-Medicare retirees

- **Assist retirees** transitioning to private coverage or Medicare
- **Clarify** all parts of Medicare, including Parts A, B, C and D
- **Educate about Medicare Advantage** and supplemental plans
- **Locate plans**, explain the differences between them, and help weigh options
- **Locate eldercare services** and community resources that fall outside traditional coverage
- **Research private coverage** and public exchanges
- **Facilitate care management** interventions



Engagement





Communication boosts engagement: Member materials

Program Launch Materials

- Get Started Guide
- Top Reasons flyer
- Top Reasons poster
- Letters
- Postcard
- Self-mailers
- Reinforcement and reminder flyers

Educational Topic Materials

- Tip flyers
- DEI flyers
- Monitor screens
- **Campaigns** (emails, posters, flyers):
 - Heart Health
 - Mental Health
 - Employee Health & Fitness
 - Pride Month



Ongoing Communications

Monthly materials:

- Member newsletter
- Tip flyers
- Monitor screens
- Email signatures

<https://www.healthadvocate.com/site/activity-guide-2024>

Maximize participation, boost engagement

Communications planning

Know your audience

Which type of communication works best?

Posters, Flyers, Home Mailings, Table Tents, Monitor Screens, Email, Intranet Ads



Think about messaging

Many people are unaware of the ways Health Advocate can help.

Educate on the many ways we support total health well-being



Educate managers

Your managers are the front line to your employees.

They are the first resource employees often seek with questions or issues.

We'll partner with you to **build a calendar** that works for YOUR population



Monthly



Bi-Monthly



Quarterly



Scheduled around national observances

Quick tip:

Using **national observances** can help you target specific issues that may affect your employees:

- Heart Health Month
- Cancer Prevention Month
- Alcohol Awareness Month
- Mental Health Month
- Diabetes Awareness Month
- World Health Day
- DE&I Related Materials

No time to make a custom calendar?

Use our [Activity Guide](#) to promote throughout the year!

Upcoming [Webinars](#) and recorded webinars (hyperlinked)

2024 Activity Guide

Outlines the topics Health Advocate will be promoting throughout the year.
Great tool for building your communication plan!

The Activity Guide Calendar is a comprehensive resource divided into several sections:

- 2024 Activity Guide:** A central hub with a grid of topics for each month, including:
 - January: Heart Health, Winter Safety, Flu and Vaccines.
 - February: Heart Health, Diabetes, Blood Pressure.
 - March: Heart Health, Allergies, Spring Cleaning.
 - April: Heart Health, Mental Health, Stress Management.
 - May: Heart Health, Skin Health, Sun Safety.
 - June: Heart Health, Travel Health, Summer Safety.
 - July: Heart Health, Heat Safety, Hydration.
 - August: Heart Health, Back Pain, Sleep.
 - September: Heart Health, Fall Safety, Flu and Vaccines.
 - October: Heart Health, Halloween Safety, Heart Health.
 - November: Heart Health, Thanksgiving, Winter Preparation.
 - December: Heart Health, New Year's Resolutions, Heart Health.
- 2024 Activity Guide by Topic:** Detailed guides for:
 - Heart Health:** Includes topics like Heart Disease, High Cholesterol, Blood Pressure, and Heart Failure.
 - Diabetes:** Covers Diabetes Mellitus, Gestational Diabetes, and Blood Sugar Management.
 - Blood Pressure:** Discusses Hypertension, Prehypertension, and Stroke Prevention.
 - Cholesterol:** Explains LDL, HDL, and Triglycerides, and the importance of diet and medication.
 - Heart Failure:** Details symptoms, treatment, and lifestyle changes.
 - Stroke:** Focuses on prevention, recognizing signs, and recovery.
 - Heart Disease:** Broad overview of various heart conditions.

Activity Guide Calendar

Tip flyers are short, informative graphics designed to promote health and wellness. Examples include:

- Tap nature's healing power:** Encourages spending time outdoors for mental and physical health benefits.
- Take care of yourself:** Focuses on self-care, stress management, and maintaining a healthy lifestyle.

Each flyer includes a QR code for more information and the Health Advocate logo.

Tip flyers

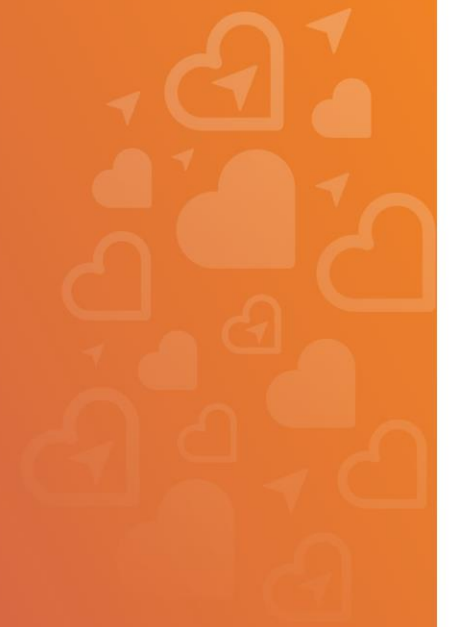
Monitor screens and email signatures are digital assets used for communication. Examples include:

- Easy tips for a healthy heart:** A graphic with a QR code and the Health Advocate logo, promoting heart health resources.
- Respect yourself and others:** A graphic featuring a person in a hard hat, promoting mental health and self-care.
- Beat the heat and protect your health:** A graphic showing a person drinking water, promoting hydration and heat safety.

These assets are designed to be easily integrated into digital marketing campaigns.






Monitor screens and email signatures

Digital Experience

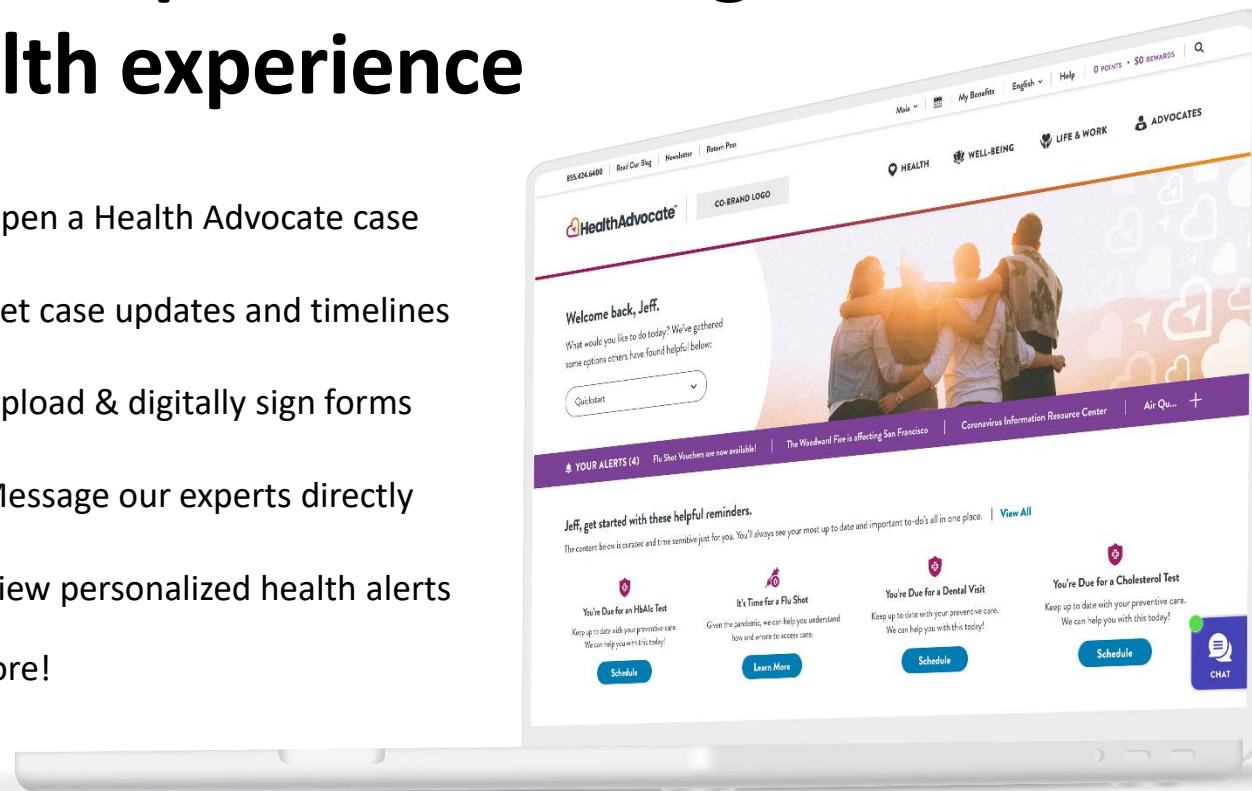


Member Website & Mobile App

Secure, personalized digital health experience

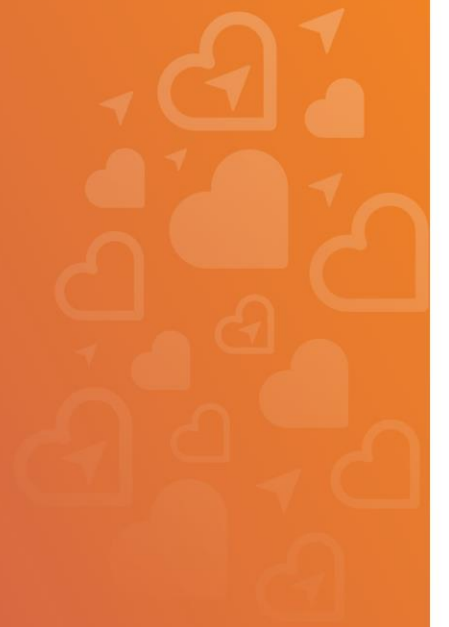
-  Open a Health Advocate case
-  Get case updates and timelines
-  Upload & digitally sign forms
-  Message our experts directly
-  View personalized health alerts

And more!



24/7 Support • HIPAA-Compliant

How to Reach Health Advocate



Health Advocate can be accessed 24/7/365

Telephone: 866.695.8622

Email: answers@HealthAdvocate.com

Website: www.HealthAdvocate.com/talontheweb

Mobile App:



Download the free
mobile app!

