



Health Strategies Update

Customer Analysis & Solutions

October 2017

Health Strategies Tip of the Month

Activating Healthcare Consumerism: Targeting Care Setting Decisions

According to the [2017 Consumer Health Mindset Study](#), 77% of consumers say they've regretted a health care decision due to (1) not checking facility costs, (2) jumping into treatment without asking the right questions, or (3) getting bad advice from a health care professional.

A key component of healthcare consumerism is the quality of consumer decisions as related to care setting choices – such as whether plan members are utilizing the ER appropriately, whether they're seeing in-network providers, or whether they're choosing Tier 1 Premium Providers from within the network. What resources are offered to our customers to help support appropriate care setting decisions? Keep the following in mind if asked this question by customers/brokers:

- Our [transparency tools](#) help educate members on both the quality and cost of various providers and facilities based on a selected specialty or treatment path. For plan members, finding a provider and finding value in the healthcare marketplace become interlinked activities.
- To address inappropriate ER utilization, having a [consumer-driven health plan](#) can have significant impact, simply because the bill for the service becomes more relevant to the member. Customers might also consider promoting UnitedHealthcare's [24/7 NurseLine](#) for triage and decision making support, and our newly integrated [Virtual Visits](#) benefit for members to speak with a doctor directly, as both of these solutions can support steerage away from the Emergency Room. Some employers have dedicated a private office to function as a virtual clinic – providing a computer kiosk for Virtual Visit appointments, and a phone with NurseLine and Health Advocates on auto-dial.
- Customers might consider promoting our [Health Advocates](#) – who can help members identify providers, make appointments, and estimate the cost of treatment. Our Nurse Advocates can help members with more advanced

UnitedHealthcare QuickTip

Activating Healthcare Consumerism

Interested in learning more about the importance of activating healthcare consumerism within your organization? Check out this [QuickTip](#) to find out more and to discover approaches for addressing this topic.



National Health Observance

Breast Cancer Awareness

October's Health Observance is Breast Cancer Awareness. Looking for educational information related to breast cancer? If so, check out the following UnitedHealthcare resources:

- [Breast Cancer Overview](#)
- [Breast Cancer Screening and Diagnosis](#)
- [Breast Cancer – Early Detection is Key](#)

Don't forget that members can sign up for the *Healthy Mind Healthy Body* monthly newsletter. New members can register on myuhc.com to begin getting the newsletter. Members that have already registered on myuhc.com can log into their account and update their Subscriptions in the Account Settings section.

needs that pertain to specific conditions.

- Finally, based on size and funding type, options may exist for adjusting plan design in ways that help steer members to the most appropriate care setting and to high-performing network providers.

Check out the QuickTip on the right-hand side for additional information related to this topic and to learn additional approaches for activating healthcare consumerism within the workplace. We encourage you to forward the QuickTip link to customers to support your conversations around their well-being initiatives.

New Healthy Pregnancy App Scheduled to Launch in Phases Beginning in Late September; Schedule Provided

The new UnitedHealthcare Healthy Pregnancy app, which replaces Baby Blocks, will be available as a standard feature within the Healthy Pregnancy and Maternity Support programs at no additional cost to customers or their members. The UnitedHealthcare Healthy Pregnancy app delivers personalized content to help determine risks and facilitate needed support and care at the right time during pregnancy. The app also provides information in one simple, easy-to-use tool that integrates with UnitedHealthcare's maternity management programs.

[Click here](#) to read more on Connect and to view the launch schedule.

Rally e-Communications Toolkit: New & Updated Materials

New and updated Rally toolkit materials are available on Connect to Market and the [Communication Resource Center](#) (CRC) where they can be viewed, downloaded, and printed for easy distribution. [Click here](#) for more information.

New Rally Demo Account Re-Registration Required for All Users Effective Oct. 1; Instructions Provided

Effective Oct. 1, the registration protocol for the Rally Health & Wellness live demo environment will change. Note any customers that currently access the demo environment must re-register using the new instructions provided. [Click here](#) for more information.

Real Appeal – Spanish Marketing Materials

The Real Appeal Employer Overview, FI Sell Sheet, and Registration Site Instructions are now available in Spanish. [Click here](#) to view the materials.

Flu Shot Educational Materials

Flu shot season is upon us! Just a reminder that numerous flu shot educational materials are posted on www.uhc.com/health-and-wellness. Additionally, the following [Is a Flu Shot for You?](#) infographic may be helpful to customers as well.

UnitedHealthcare Infographic Steps to a Successful Mammogram

Infographics can be a fun and effective way of supporting education campaigns. Check out this infographic on [Steps to a Successful Mammogram](#).



To view the full library of UnitedHealthcare infographics, go to www.uhc.com/health-and-wellness/info-at-a-glance.

United at Work Podcast of the Month Stages of Women's Health

The [Stages of Women's Health podcast](#) addresses the key health concerns for women at each stage of life and offers a checklist of steps to improve and protect health during each phase.

View the attached flyer for more information about the United at Work podcast series. Also attached are the Stages of Women's Health Quiz and Quiz Answers that accompany this month's podcast.



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United At Work...



Women's Health
Questionnaire A...



Women's Health
Questionnaire A...

IS A FLU SHOT
FOR YOU?



November Preview

- November is Diabetes Awareness Month
- Infographic of the Month: [Diabetes: Stay Well Head-to-Toe](#)
- United at Work Podcast of the Month: [Understanding Diabetes](#)