

The materials provided in this kit can help you promote the HealthQuotient® (HQ) health risk assessment to your members. When your employees take the HealthQuotient, they begin an engaging process to learn how to make healthy lifestyle choices. Better knowledge means healthier employees, and healthier employees are more productive.

The information provided in this kit offers a quick and easy strategy to market the HQ program, and includes sample text for emails and communication materials. Planning a small event around this launch is a great way to create excitement and awareness. Effective communications and marketing is the key to maximum participation and engagement.

Suggested Communication Timeline

Week 1

- Send email #1 to employees from CEO
- Display posters
- Distribute materials

Week 2

- Send email #2 to employees

Week 3

- Send email #3 to employees

Week 4

- Send email #4 to employees



To order additional myBlueWellness tool kit materials, simply follow these steps:

1. Go to AlabamaBlue.com/employers and sign in.
2. Select Forms and Materials.
3. Enter the stock number to download or order materials.

| Title | Stock Number |
|--------------------------------------|--------------|
| Email Communication..... | FYH-180 |
| Make it Personal..... | FYH-191 |
| Do You Know Your HealthQuotient? ... | FYH-227 |
| HealthQuotient Poster | FYH-244 |
| Personal Health Record | FYH-274 |
| Wellness Services For You..... | FYH-279 |