

CareEssentials care support
Sample e-mail messages for employees

Suggested use – weekly during the three weeks leading up to program launch.

Subject: New! Support for employees with chronic conditions.

You probably know someone living with a long-term health condition like diabetes, heart disease or asthma. You probably also know the challenges: preparing for doctor's visits, tracking annual exams and tests, managing medications, improving your health habits. Starting next month, ABC Company employees with ongoing health conditions will have access to caring, personal support from nurses who specialize in chronic disease.

The CareEssentials disease management program for members of CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc. is a program designed to help ABC Company employees living with health challenges live a fuller life. It's voluntary and confidential and also supports your doctor's plan of care. If you're eligible, you'll receive a welcome letter and call soon.

The CareEssentials disease management program is managed by Healthways, Inc., a leading disease management company. All personal health information exchanged between you and Healthways will be kept confidential. The information will only be shared with your group health plan and/or your employer for purposes of administering the group health plan.

For more information, call [contact name and number]

Subject: CareEssentials care support: From arthritis to diabetes to low back pain [adapt according to conditions covered]

Did you know that the CareEssentials disease management program will support up to 15 percent of ABC employees? That's how many of our colleagues and friends are living with long-term health conditions like heart disease and diabetes. The program offers one-to-one, nurse-based counseling, coaching and education to help employees live healthier. The program is available not just to those of us at highest risk, but also to employees and eligible family members just learning they have a chronic condition.

Here are all of the conditions supported by the CareEssentials disease management program: [add conditions here]

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Subject: *CareEssentials* Disease Management: Great for our employees. Good for our business.

There's no extra charge to employees for the *CareEssentials* disease management program, the unique new program that supports employees with chronic conditions. When those of us with health challenges get help learning about our condition, managing medications and keeping up with doctor's visits, we can live a fuller life. That means fewer complications, less time in the hospital, and lower claims costs! It's a win-win program that pays for itself, and that's good for the whole [ABC Company] family.

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