

CareEssentials disease management program Sample employee newsletter article

[Include on company letterhead]

Personal Support for Health Challenges

When Steven (not his real name) left the hospital after his first heart attack last January, he didn't have much support. His wife, Donna, had been facing her own health problems, and his only daughter, Stephanie, was in Chicago, where she lives and works.

Steven began to feel depressed, developing new fears about his health. His medication caused some fatigue and other side effects, so he decided to cut back until he felt better.

By March, Steven's wife was even less able to provide support. He began to have stress-related anxiety attacks and chest pain, but kept it all to himself so he wouldn't bother anyone.

On April 5, Donna called 911. An ambulance took Steven to the emergency room for his second heart attack.

Steven's story might have been different with if he had participated in the *CareEssentials* disease management program for CareFirst BlueCross and CareFirst BlueChoice members. As a participant in this program, Steven could have received the support he needed to prevent a second heart attack.

The *CareEssentials* disease management program offers personalized support for employees living with chronic conditions – for free. Specially trained nurses stay in touch with participants by phone, answer questions, send helpful educational materials and encourage activities that promote better health.

The program is voluntary and confidential

The *CareEssentials* disease management program is administered by Healthways, Inc, a leader in the disease management field. 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. Employees may decline to participate by calling a toll-free number at any time.

What makes this program unique?

- It provides personal contact between participants and specially trained nurses. Even participants who are at low risk for complications receive supportive phone calls.
- The program supports doctors, too, helping patients to follow their doctor's plan of care.
- It's free!

The program starts in [name of month]

Beginning in [month], the *CareEssentials* disease management program will be available to our employees with [list conditions.]

Questions?

We look forward to providing you with more information about this program soon. Meanwhile, if you have questions, please call Healthways at 800-783-4582.