What’s the big idea?

Ten proven ideas for creating health literate communications

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### Ten big ideas

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<table>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Define the document’s role</td>
<td>2</td>
<td>Understand your audience</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Organize for results</td>
<td>5</td>
<td>Use plain language</td>
<td>6</td>
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<tr>
<td>7</td>
<td>Design the impression</td>
<td>8</td>
<td>Design for human factors</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>Simplify</td>
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</table>
Ten big ideas

• Set goals
• Understand the larger process
• What other messages will the audience receive
• What are the “rules” for your communications
Ten big ideas

Should I go to the Emergency Room?

Many times the emergency room (ER) is the right choice. But did you know your doctor can treat many of the same problems you might go to the ER for—and seeing your regular doctor can save time and money?

choose the right health care setting

When you or a loved one is hurt, you want the best care. Your doctor knows you and your health history and has access to your medical records. If it’s not urgent, it is usually best to go to your own doctor’s office.

CONVENIENT CARE CENTERS
are designed to provide you with fast, appointment-free health care for minor illness and injuries.

Get help for:
- Fevers
- Sore throat (strep testing available)
- Ear aches
- Colds/congestion

URGENT CARE CENTERS
are equipped to handle the same ailments that Convenient Care Centers can handle and more.

Get help for:
- Sprains
- Strains
- Minor broken bones (example: finger)

EMERGENCY ROOMS (ER)
are designed for people with serious health events.

Use the ER for:
- Heavy bleeding
- Large open wounds
- Sudden change in vision
- Chest pain
- Sudden weakness or trouble talking
Ten big ideas

• What are the health literacy skills of your audience?
• Is culture a factor in their understanding?
• How much does your audience currently know?
• How much do they want to know?
• Does your audience have any misunderstandings?
• What is important to your audience?
Ten big ideas

Individual supplements just for you.

Congratulations!
You’re having a baby! Now it’s time to do what you can to start your baby off healthy.

A program designed with you in mind—Learn more inside.

You want the best for your baby.
Start by ensuring your baby’s best health with the Healthy Pregnancy Program.

Your baby is an extension of you and United Healthcare is here to help you each step of the way through all the stages of your pregnancy to delivery. Our goal is to help you with your family goals and guide you through your pregnancy.
Ten big ideas

- Stages of communication, the 4Es:
  - Engage
  - Empathize
  - Educate
  - Enlist
- Provide context
- Make it relevant
- Present topics clearly
- Teach them what they want to know
- Stick to essentials
- Speak as an advisor
Ten big ideas

**GLUCOSE**

A blood glucose test measures the amount of sugar (glucose) in your blood and is used to screen for or diagnose diabetes or to monitor patients who have the disease. If you are having a glucose blood test, you should NOT eat or drink for 6 hours before the test. A random glucose test can be done at any time of the day, but results depend on what you drink or eat before the test, as well as your activity.

Below is a guide to understanding your blood glucose levels. Should discuss your results with your doctor and any concern you have.

In general up to 100 milligrams per deciliter (mg/dL) are considered normal.

<table>
<thead>
<tr>
<th>Fasting Glucose</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 100</td>
<td>Normal</td>
</tr>
<tr>
<td>100-125</td>
<td>Pre-diabetes</td>
</tr>
<tr>
<td>More than 125</td>
<td>Diabetes probable</td>
</tr>
</tbody>
</table>

**TAKE ACTION!**

Did you know 70% of causes of early death and disease committing to small, daily choices to preserve your future.

**Manage your weight**

Losing weight is a challenge. The most effective strategy is to both decrease calories and increase activities each day. In order to improve your body Mass Index, individuals who spend a majority of their day sitting should become more conservative with food portions and more generous with activities.

To lose one pound per week, you would need to eliminate 500 calories per day – either by eating less or exercising more. Five hundred calories is roughly equal to 2 pieces of pizza, 6 buffalo wings, or a quarter pound hamburger. For reference, it would take a 225-pound person 1 hour and 23 minutes to walk off 500 calories.

As an initial goal, maintain your Body Mass Index below a "30" obese category. Consult with your doctor. UnitedHealthcare health coach or Atlas therapist to discuss strategies that will fit your physical condition and schedule. Weigh yourself regularly and fine-tune your efforts to guarantee success.

**Be physically active**

Working hard? Unfortunately, if you work a sedentary job, your body doesn’t know the difference between working while sitting or legitimately lounging around. To lower BMI, blood pressure, lipids and glucose levels, add physical activity into your daily routine.

Energy. Find out what time of day you have the most energy and target that time. Also, you’ll need enough sleep. If you...
Ten big ideas

• Organize the “stages” of the communication
• Write effective headings
• Have a visible structure
• Organize information by task
• Break it down
• Organize set like a single document
Ten big ideas

Make the best health choices for you.

Opportunities For You

The Opportunities listed below are based on information we’ve received from your care providers and laboratories. The goals are to identify potential opportunities to improve your health, then allow you and your physician to decide if these recommendations are right for your situation.

Health Opportunity #1

Your doctor has prescribed an angiotensin-converting enzyme (ACE) inhibitor or an angiotensin receptor blocker (ARB), commonly used to lower blood pressure and heart failure. Our records show that you may not be taking this medication as prescribed. For the medication to be most effective, you need to take it or your doctor has instructed. Please talk to your doctor about the reasons why you may not be taking this medication.

Health Opportunity #2

It’s important for cholesterol levels to be closely monitored and controlled in people with a history of high cholesterol levels or coronary artery disease. Our records suggest that your last test result was greater than 150 mg/dL. Be sure to ask your doctor about your cholesterol level at your next appointment.

Health Opportunity #3

Your doctor has prescribed a cholesterol-lowering medication called a statin. Some people taking medications like these experience LiPlus®, tremor, constipation, diarrhea, and weakness. In order for your medication to be most effective, it needs to be taken exactly as your doctor instructed. Please check to make sure you are following your instructions. If you have any questions or concerns about your medications, talk to your doctor or pharmacist.

Health Opportunity #4

Regular checkups are important for people with a history of diabetes. Our records suggest that you haven’t had a checkup in the past six months. If you haven’t already done so, please call your doctor’s office and ask about scheduling your next appointment.

About Your Health Opportunities

Talk with your doctor or pharmacist about your medications and laboratory tests.

Use your health insurance plan’s resources.

Health information and resources are available through your health insurance plan. These resources may include:

- Your health plan’s Web site
- Access to a registered nurse 24 hours a day, seven days a week
- Other special programs through your health plan
- Help with finding a doctor or hospital

Check your health plan’s Web site or call your health plan’s customer service number to ask about your benefits.

About HealthNotes

HealthNotes provide personalized Health Opportunities based on information received from your health insurance plan. These information, called claims, is received for payment purposes. Claims are used to identify your personalized Health Opportunities. Sometimes you may feel the Opportunities listed are not correct for you. Ultimately, you and your doctor know what is best for you.

In some cases, you may have already completed the suggested Opportunity—such as billed your prescription or had a laboratory test. This happens because claims information may be incomplete due to either the timing of receiving a claim or an absence of a claim for a medication or a laboratory test. For example, you may have recently been to the doctor or purchased your medication in a 34 program at your local pharmacy. In these cases, the claims may not have been received.

In other cases, your doctor may have a different treatment plan that is better for you and your lifestyle. In the end, your health care decisions should be made by you and your doctor.

Your privacy is important to us. Our suggestions are confidential and are in accordance with your health plan’s privacy policy. This information should be viewed as suggestions and is not used when determining benefits, reviewing claims, or making other insurance decisions. If you have questions about this mailing or would prefer not to receive future mailings of this type, please call 1-800-XXX-XXX.
Ten big ideas

- Assess reading level
- Speak directly to the reader
- Use a conversational tone
- Use simple, concrete, familiar words
- Write simple, concise sentences
- Write short, tightly focused paragraphs
Ten big ideas

Exercise
for your body and mind.

So, you ate two too many cookies? Looking to burn up to 20 calories in a quick and fun way? Try these activities...

20 minutes
Swimming laps—this low-impact exercise has amazing benefits! In as little as 20 minutes you will get rid of at least 200 calories.

Take the stairs—walk up and down stairs 20 minutes each day. Spread your time out over the day at work and home.

40 minutes
Dancing—it’s not just for the stars! You can grab a partner or boogie with yourself. Just as long as you move it!

Walk the mall—just don’t get distracted by the sales signs. This trip to the mall will benefit your heart.

60 minutes
Play with your pet—exercise. Take your walk or play fetch; you both in the for

Bowling—some whole gang! Even a great bowler, it’s to get together, hit burn some calorie on the pretzels an...—

Remember to talk to your doctor before you start an exercise plan.

body

We know it isn’t breaking news, but we still want to remind you—exercise is one of the best things you can do for your body.

- Improve your heart—regular exercise can lower your blood pressure and raise your HDL (good) cholesterol levels.
- Combat disease—it has been shown that regular exercise can help prevent type 2 diabetes, some cancers and osteoporosis.
- Manage your weight—exercise is a great way to lose weight and keep it off.
- Energy boost—when you exercise, you’re taking in more oxygen and nutrients for your body, which helps keep everything running smoothly—and gives you more energy.

There is more to strength training than you may think.

If you have a physically demanding job, you may feel like you are getting enough exercise. However, your whole body may not be getting the strength training it needs. Plus, if you are not stretching properly, you may not be getting the most benefits from the exercise you are getting. To find out how a strength training program might help you, call a Wellness Coach at 877-TRI-HIT2 (877-874-4462).

If your job is not physically demanding, we invite you to talk to a Wellness Coach about an exercise program. Strength training can help tone your muscles, which will improve your health by:

- Raising your metabolism
- Strengthening your bones
- Improving posture

mind

Did you know that exercise is also a great way to keep your mind sharp?

Your mental health is also improved through exercise. Here are some of the benefits for your mind:

- Feeling blue? Get up and move. Research has proven that the release of serotonin (that “feel-good” hormone) during exercise can reduce stress, anger, anxiety, fatigue, depression and give you more energy to do the things you want to do.

If you are just starting an exercise plan, it’s a good idea to check with your doctor. Plus, remember to know your limits; start slow, rest and stay hydrated. Physical activity is the best gift you can make yourself for more information call...
Ten big ideas

- Use color to set the structure and distinctions in the communication
- Use image, symbols and icons that are meaningful
- Use illustrations to reinforce important messages
- Use diagrams and tables
- Use symbolic images clearly
Ten big ideas

HOW TOBACCO AFFECTS THE BODY

**Brain**
Smoking increases your risk for brain damage.

**Eyes**
Smoking increases your risk for cataracts and other eye problems.

**Heart**
Smoking increases your risk for heart attacks.

**Lungs**
Most cases of lung cancer are due to smoking.

Smoking also causes chronic bronchitis and emphysema.

**Mouth & Throat**
Smoking collects tar and can lead to mouth and throat cancer.

**Skin**
Smoking can give you extra wrinkles and turn your skin leathery.

**Kidneys**
Smoking increases your risk for kidney cancer.

WHEN YOU SMOKE, HOW MUCH TAR COLLECTS IN YOUR LUNGS?

A QUART OF TAR collects in your lungs during one year of smoking. That’s nearly 1/6 of your lung capacity.

THE COST OF TOBACCO: IT ADDS UP!

At $5 per pack...  
___ packs per week  
___ x 52 weeks  
= $_______ spent per year

At $4.50 per tin...  
___ tins per week  
___ x 52 weeks  
= $_______ spent per year
### Ten big ideas

**Things you wouldn’t do.**

**You wish.**

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#### DIABETES TEST AND SCREENING SCHEDULE

<table>
<thead>
<tr>
<th>Test</th>
<th>Each office visit</th>
<th>Every 3 months</th>
<th>Every 6 months</th>
<th>Every year+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood pressure</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weight</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A1C test if not meeting glycemic goals, or if therapy has changed</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dental exam</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>A1C test if meeting glycemic goals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cholesterol (lipid profile)³</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Comprehensive foot exam</td>
<td></td>
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<tr>
<td>Dilated eye exam²</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
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<tr>
<td>Urine test for protein³</td>
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<tr>
<td>Flu shot</td>
<td></td>
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</tr>
<tr>
<td>Pneumococcal vaccine⁴</td>
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1. More often if needed to achieve goals. In adults with low-risk values (LDL less than 100 mg/dL, HbA1c higher than 40 mg/dL [8% mg/dL for females], and triglycerides lower than 150mg/dL), test every two years. Talk with your doctor about your situation.
2. Type 1 patients should have one within three to five years after onset of disease, if the baseline exam is normal, subsequent exams may be done every two to three years.
3. Those who have had Type 1 diabetes for five years or more should have an annual test for microalbuminuria. All Type 2 diabetes patients should have this test annually starting at diagnosis.
4. Provided at least once. No vaccination may be recommended by your doctor.

*Source: American Diabetes Association, Clinical Practice Recommendations 2007.*

The Centers for Disease Control and Prevention recommends a pneumococcal shot for people with diabetes age 2-60. Ask your doctor for information regarding pneumococcal after age 65.

If you have questions about your benefits, or you don’t wish to receive this mailing in the future, please call the customer service number on the back of your ID card. Please refer to your Evidence of Coverage or Summary Plan Description for coverage information.
Ten big ideas

- Target the right look and feel
- The cover should set the expectation
- Use space graciously
- Create a family resemblance
- Use appropriate production values
- Use the right lifestyle photography
- Personalize when appropriate
- Avoid errors
Ten big ideas

Wellness starts here.

UHC offers a wide range of programs to help you and your family get the most out of your health care.
Ten big ideas

• Have a legible font
• Prevent cognitive overload
• Plan for skimmers
• Design for physical and cognitive limitations
• Design for the right medium
Ten big ideas

Registering is easy on myuhc.com

When you register on myuhc.com, your plan and personal information will be populated on the site.

1. Select the Register Now button
2. Enter your member ID and Group/Account number (found on your ID Card) or, if you do not have your ID card, enter your Social Security number and birth date
3. Enter your e-mail address or sign up for a free e-mail account
4. Choose a user name and password

Helping you make confident health care decisions

Coping with health concerns can be time-consuming and complex. With so many choices, it can be hard to know where to look for trusted information and support.

That’s why NurseLine services were developed — to give you peace of mind with:

- Immediate answers to your health questions any time, from anywhere — 24 hours a day
- Access to caring registered nurses who have an average of 15 years’ clinical experience
- Trusted, physician-approved information to guide your health care decisions

When you call, a caring nurse can help you:

Choose appropriate medical care.

- Understand a wide range of symptoms.
- Determine if the emergency room, a doctor visit or self-care is right for your needs.

Find a doctor or hospital.

- Find doctors or hospitals that meet your needs and preferences.
- Locate an urgent care center and other health resources.

Understand treatment options.

- Learn more about a diagnosis.
- Explore the risks, benefits and possible outcomes of your treatment options.

Normal vision

Color-blind vision
Ten big ideas

• Present topics consistently
• Have a consistent style
• Have a consistent tone
• Use words consistently
• Use design elements and symbols consistently
• Stick with the branding guidelines
Ten big ideas

- Embrace the value of less
- Simplify visual structure
- Organize and chunk
Ten big ideas

How does the program work?
You create your program.
The Rewards for Action site is set up to fit your lifestyle — you can choose what you want to do to improve your health. The program is very flexible so you can do as much or as little as you want and still earn benefit dollars.

Keep track of your progress.
On the site, you will be asked to enter your information such as doctor visits, medications, etc. Some of the trackers are required for you to get your reward, others will help you track your progress and keep you motivated. Your To-Do list helps keep your tasks organized.

Get the support you need.
You can join online discussions about your condition or call a Health Coach for extra help with your program. You can also find helpful resources under the Ideas for You section on your site.

Get Rewarded!
You will earn benefit dollars for participating in the program — the longer you participate, the more benefit dollars you will receive. Plus, you’ll know how to better manage your condition.

Why enroll? If you have one of these chronic conditions, you may need help with how to manage it over time. The Rewards for Action Program is there to help you learn what you can do to improve your health, avoid reactions, reduce your symptoms and live a healthier life!

Get started today!

2. Click on the Health & Wellness link.
3. Click on the Rewards for Action link.
4. You will then be taken through some simple steps to easily create your program.

Questions about the Rewards for Action program? Call 1-866-228-5523.

A
Know your benefits plan
Visit the Benefits & Coverage section to Plan works, including details about your out-of-pocket amounts, covered dependents.

B
Prepare for your care
Use the Physicians & Facilities section to laboratories, urgent care facilities, mental medical equipment. In addition, you can costs and find providers who offer quality.

C
Manage your claims
Your one stop for all your claim and accounts section of the site to view the amount and date of the claims paid also track your progress toward meeting download forms needed to submit medic benefits. In addition, the Quicken Health manage your claims and make payments.
Breakout Exercise

1. Define the document's role
2. Understand your audience
3. Say the right things
4. Organize for results
5. Use plain language
6. Communicate visually
7. Design the impression
8. Design for human factors
9. Be consistent
10. Simplify
Getting results
Audience

- Various members in different life stages across the country
- Targeted ER usage, diabetes and asthma
- Home mailings
• Potentially inappropriate is defined as those visits to the ER that can be treated at a less costly facility like an Urgent Care Center or a Doctor’s office.

• When compared to the prior period, potentially inappropriate ER use decreased in all three target mailing groups.

• The young singles group, although decreasing, still remains the biggest opportunity as they have the highest volume of potentially inappropriate ER claims.
Diabetic Mailing

Do you know your chance for developing heart disease or diabetes? How about having a stroke? A family history of any of these conditions puts you at a greater risk for developing them in your lifetime.

Did you know?
People with metabolic syndrome are twice as likely to develop heart disease and five times as likely to develop diabetes.

Call a Wellness Coach today to help get you started on a plan for healthy living!

Do you know what else can put you at risk?
If you have three of the factors listed below, you could have metabolic syndrome.

- A blood pressure reading of 130/85 or higher or are on blood pressure medications.
- A fasting blood sugar over 100 or are on glucose lowering medications. (Type 2 diabetics may also have metabolic syndrome.)
- A low HDL “good” cholesterol reading, under 40 for men and less than 50 for women, or are on medication.
- A high triglyceride cholesterol reading, over 150, or are on medication.
- Obesity or extra weight around the middle (waist is over 35 inches for women and 40 inches for men).

You may not even know you have metabolic syndrome until your doctor diagnoses you. It's caused by a diet high in fat and calories and not enough physical activity to keep off excess weight, along with high blood pressure, insulin resistance and poor cholesterol readings.

However, there is something you can do.
A healthy diet and regular exercise can help prevent metabolic syndrome and decrease your risk for heart disease, stroke and diabetes.
Diabetic mailing - Results

• The percent of office visits and A1C tests have increased when comparing the months after the campaign to a similar time period in the prior year.

• In both cases the campaign was more effective for the population known to be diabetic.
Healthy pregnancy mailer

Audience
- Cognizant/Wipro members who are currently pregnant
- 50% of each population received the targeted version and 50% received the standard Optum version
- Targeted Indian population

Message
- Benefits of the Healthy Pregnancy Program
- Colors/Images focus on Indian culture
- Stress education
- Enroll in the Healthy Pregnancy Program

Congratulations!
You’re having a baby!
Now it’s time to do what you can to start your baby off healthy.

A program designed with you in mind—
Learn more inside.

You want the best for your baby. Start by ensuring your baby’s best health with the Healthy Pregnancy Program.

Your baby is one of the most precious gifts you’ll ever receive. We want to help you start strong and set your baby up for success. The Healthy Pregnancy Program is designed to provide support and resources that can help you make the most of your pregnancy.

- Nutritional advice—Get the best food for you and your baby. We encourage you to eat a well-balanced diet to ensure you’re getting everything your baby needs for healthy growth.
- Stress education—Managing stress is important during pregnancy. We can help you learn strategies to keep stress levels under control.
- Access to doctor appointments—Make sure you’re getting the care you need throughout your pregnancy.

Educational resources for your baby’s health. Visit healthypregnancy.com for a range of articles, videos, and tools to support you and your baby throughout your pregnancy.

Individual support—Just for you.
- Enroll in the Healthy Pregnancy Program and you’ll receive complimentary gifts to help you and your baby.
- Call 1-877-750-3469 (TTY: 711) for more information.

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## Healthy pregnancy program mailing - Results

<table>
<thead>
<tr>
<th>Client #1</th>
<th>% of Mailed who Called</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>12.6%</strong></td>
</tr>
<tr>
<td><strong>Targeted Mailing</strong></td>
<td><strong>17.5%</strong></td>
</tr>
<tr>
<td><strong>Standard Mailing</strong></td>
<td><strong>7.8%</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Client #2</th>
<th>% of Mailed who Called</th>
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<tbody>
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<td><strong>Total</strong></td>
<td><strong>11.5%</strong></td>
</tr>
<tr>
<td><strong>Targeted Mailing</strong></td>
<td><strong>13.3%</strong></td>
</tr>
<tr>
<td><strong>Standard Mailing</strong></td>
<td><strong>9.6%</strong></td>
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Questions?