



What's the big idea?

Ten proven ideas for creating health literate communications

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Ten big ideas

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

Ten big ideas



**Define the
document's
role**

- 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 you 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
- Coughs/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

Brought to you by UnitedHealthcare® for Cognizant



Individual support
just for you.



**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 UnitedHealthcare 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

Know Your Numbers

Schneider National is on the road to wellness! The first step in the Schneider wellness program and health assessments to adults covered on the medical plan. These activities give associates and their families a better understanding of their state of health and they can help you recognize any health risks you may have. Screenings for these numbers are part of your preventive care during your annual check-up*.

But, it's not enough to just know the numbers – you need to take action! This brochure will give you a better understanding of the healthy ranges for each of these important screenings, and offers steps you can take to get your numbers in the healthy range. Because when you know your numbers, you have the power to improve your health.

*Cholesterol screenings are covered once every 2 years beginning at age 20.

BLOOD PRESSURE

Blood pressure is the force of blood against the walls of arteries. It's recorded as two numbers: the systolic pressure (as the heart beats) and the diastolic pressure (as the heart relaxes between beats). High blood pressure increases your chance (or risk) for getting heart disease and/or kidney disease, and for having a stroke. Hypertension is especially dangerous because it often has no warning signs or symptoms.

Note: If one of the measurements is in a higher category than the other, the higher measurement is usually used to determine the stage. For example, if systolic pressure is 165 (Stage 2) and diastolic is 92 (Stage 1), the patient would still be diagnosed with Stage 2 hypertension. A high systolic pressure compared to a normal or low diastolic pressure should be a major focus of concern in most adults.



Blood Pressure greater than 180/110 is a DOT knockout.

Blood Pressure Ranges

Category	Ranges for Most Adults (systolic/diastolic)
Normal Blood Pressure (systolic/diastolic)	Systolic below 120 mm Hg Diastolic below 80 mm Hg
Prehypertension (Formerly Normal-to-High-Normal Blood Pressure)	Systolic 120 - 139 mm Hg Diastolic 80 - 89 mm Hg <i>(NOTE: 139/89 or below should be the minimum goal for everyone. People with diabetes or chronic kidney disease should strive for 130/80 or less.)</i>
Mild Hypertension (Stage 1)	Systolic 140 - 159 mm Hg Diastolic 90 - 99 mm Hg
Moderate-to-Severe Hypertension (Stage 2)	Systolic over 160 mm Hg or Diastolic over 100 mm Hg

Check out the suggestions on the back page to learn more about what you can do to help lower your blood pressure and improve your other numbers. This will get you on the road to better overall health.

GLUCOSE

A blood glucose test measures the amount of sugar (glucose) in your blood and is used to screen for or diagnose diabetes. Doctors 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 level. You should discuss your results with your doctor and any concerns you have.

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

Fasting Glucose	Category
Less than 100	Normal
100-125	Pre-diabetes
More than 125	Diabetes probable

TAKE ACTION!

Did you know 70% of causes of early death and disease are due to 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 pharmacies. The goal is 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 angiotensin receptor blocker (ARB), commonly used for kidney protection and heart conditions. 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 as 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, diabetes, or coronary artery disease. Our records suggest that your last LDL test was greater than 100 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 common statin medications include atorvastatin (Lipitor®, simvastatin, rosuvastation/Crestor®, and pravastatin. 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.

Your doctor or other health care professional is the best person to speak with about your health because they know you. The Opportunities contained in this HealtheNote are suggestions and may provide a starting point for your conversation.

Questions to ask your doctor or pharmacist about your medications:

- Why is this medicine important for me?
- How often and what times of the day should I take this medicine?
- How should I take this medicine? (With food? With water?)
- Are there any reactions to this medicine that I should know about?
- If I experience reactions, what should I do?
- While taking this medicine, are there foods or other medicines I should avoid?
- What happens if I forget to take this medicine?

Questions to ask your doctor about your recommended laboratory tests:

- What does the test measure? Why is it important for me?
- When will I get the results? What results are normal?
- What happens if my test results are not in the normal range?
- How often should I get this test?

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 HealtheNotes

HealtheNotes provide personalized Health Opportunities based on information received by your health insurance plan. This 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 right for you.

In some cases, you may have already completed the suggested Opportunity—such as filled 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 \$4 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-XXXX.

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—you and your pet can exercise. Take your dog for a walk or play fetch; you both in the lot.

Bowling—some great bowlers, it's to get together, he burn some calorie on the pretzels and...

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.

There are many physical benefits you can get from exercising.

- **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 II 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 benefit from the exercise you are getting. To find out how a strength training program might help you, call a Wellness Coach at 877-TRN-ITY2 (877-876-4892).

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 give yourself. For more information on

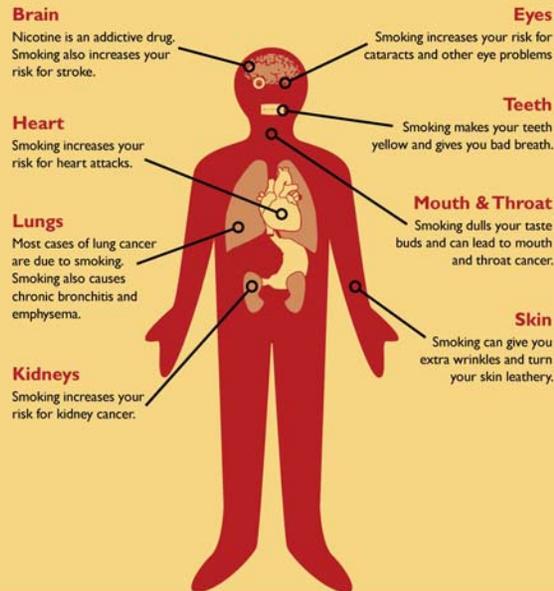
Ten big ideas



- 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

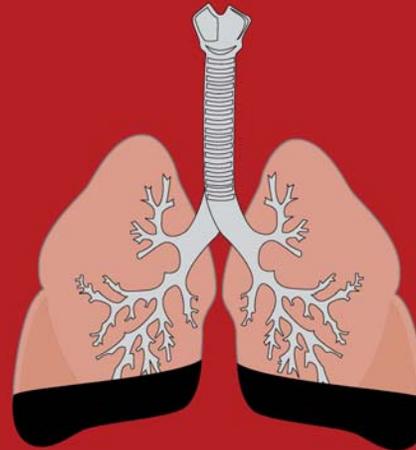
Ten big ideas

HOW TOBACCO AFFECTS THE BODY



This is provided for your information only. It is not a substitute for professional medical advice, and may not represent your true individual medical situation. It does not take all possible factors into account in its assessment of your health. Please contact your physician if you have any questions or concerns.

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



If you smoke **20 cigarettes** per day, about **A QUART OF TAR** collects in your lungs during one year of smoking. That's nearly 1/6 of your lung capacity.

This is provided for your information only. It is not a substitute for professional medical advice, and may not represent your true individual medical situation. It does not take all possible factors into account in its assessment of your health. Please contact your physician if you have any questions or concerns.

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.

DIABETES TEST AND SCREENING SCHEDULE

	Each office visit	Every 3 months	Every 6 months	Every year+
Blood pressure	✓			
Weight	✓			
A1C test if not meeting glycemic goals, or if therapy has changed		✓		
Dental exam			✓	
A1C test if meeting glycemic goals			✓	
Cholesterol (lipid profile) ¹				✓
Comprehensive foot exam				✓
Dilated eye exam ²				✓
Urine test for protein ³				✓
Flu shot				✓
Pneumococcal vaccine ⁴				✓

¹ More often if needed to achieve goals. In adults with low-risk values (LDL less than 100 mg/dl, HDL higher than 40 mg/dl (50 mg/dl for females), and triglycerides lower than 150mg/dl) repeat 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 diabetes. 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. Revaccination may be recommended by your doctor.

Source: American Diabetes Association, Clinical Practice Recommendations 2007.

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

UnitedHealthcare offers a wide range of programs to help you and your family get the most out of your health care.

UnitedHealthcare provides these programs to help you live the best possible. Please take some time to review all of the programs that are available to you and your covered family members. There are programs for everyone – from NurseLineSM services where you can get immediate answers to your common health questions 24 hours a day, 7 days a week, to QuitPower that can help you quit smoking. And all of these programs are confidential, voluntary, and are provided at no additional cost.

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Support

Get answers to your health questions.

Behavioral Health Program

Health is both mind and body. Your Behavioral Health benefit can help you effectively deal with stressful and challenging situations. People often call for such personal issues as:

- Depression
- Anxiety and stress
- Alcohol abuse
- Drug abuse
- Anger management
- Coping with grief and loss
- Marital problems
- Domestic violence
- Eating disorders
- Compulsive spending or gambling
- Medication Management

Your Behavioral Health benefit provides confidential support for those everyday challenges, and for more serious problems. It's available around the clock anytime you need it. When you call, a specialist will help you identify the nature of your problem and the appropriate resources to address it. If you want to see a clinician, we'll match you with one in our network who has the appropriate experience to help, and you'll get five sessions at no additional cost. To access the Behavioral Health benefits, call NurseLine at 877-591-2042 or log on to myuhc.com, select Look up My Benefits then Mental Health & Substance Abuse.

HealthNotes

Personalized opportunities to improve your health with you. Messages are called HealthNotes (pronounced "healthy notes") and we designed them to help you keep up with your health and fitness goals.

One of the best things about HealthNotes is that you don't have to do a thing to receive them.



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

Normal vision



Color-blind vision



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.

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



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!

1. Log on to www.myuhc.com.
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 **1-866-228-5533**.

- * One in five Americans are pre-diabetic.
American Diabetes Association
Concerned about pre-diabetes?
Talk to your doctor about your risk and get screened.

- * Each year, 1.6 million people are diagnosed with diabetes.
American Diabetes Association



A Know your benefits plan

Visit the Benefits & Coverage section to Plan works, including details about your out-of-pocket amounts, covered depende

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 acco Accounts” section of the site to view the the amount and date of the claims paid a 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

Emergency Room Postcards

Young Singles



Have you chosen a doctor yet?

Young Families



Where should you go when your child needs care?

Empty Nesters/ Older Singles



Are you getting the most for your medical dollar?

Did you know that 10-15% of visits to ER are unnecessary?

Gina recently had what she thought was a medical emergency. Her son, Ben, developed a high fever during the night. She drove him right to the emergency room (ER). The physician diagnosed Ben with an ear infection and treated him with ibuprofen. His fever went back to normal within an hour.

When Gina got the bill for the ER visit, she was shocked. It came to \$860. If you are still not sure when to visit the ER, call NurseLine™ at 877-912-1819, 24 hours a day, seven days a week.

Choosing the right health 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.

Consider your symptoms, compare the costs* and then choose the right health care setting:



WHAT IS CONSIDERED A TRUE EMERGENCY?

Though many trips to the ER can be avoided, you should always visit the ER if you or someone you know is experiencing:

- A heart attack
- A stroke
- A head injury
- Uncontrollable bleeding
- Fractures
- Severe allergic reaction
- Difficulty breathing

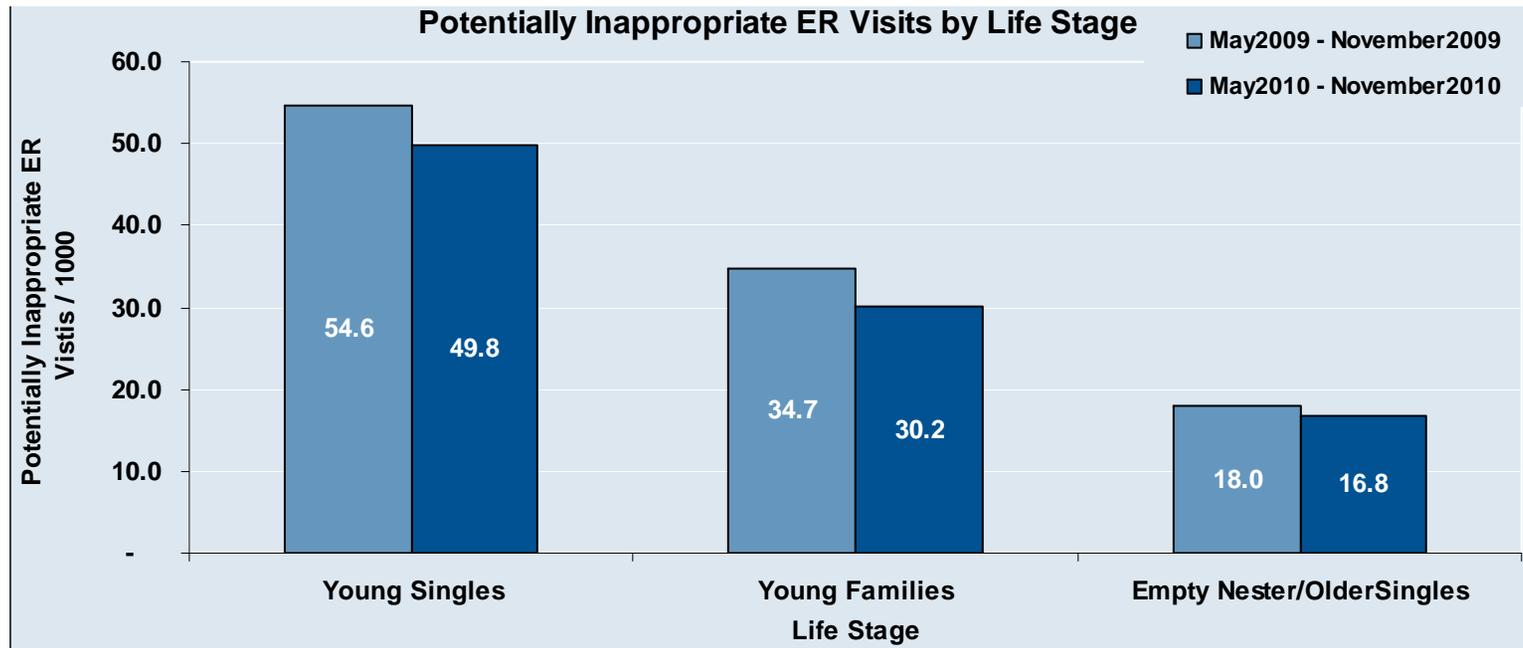
Doctor Office Visit

- Non-emergency illnesses
- Coughs or flu lasting more than a few days
- Preventive care
- Height and weight
- Blood pressure

Urgent Care Centers

- Urgent Care Centers are equipped to handle the same ailments that Convenient Care Centers can handle and more. Urgent Care Centers can help you with:
- Sprains
 - Strains

Emergency Room Postcards - Results

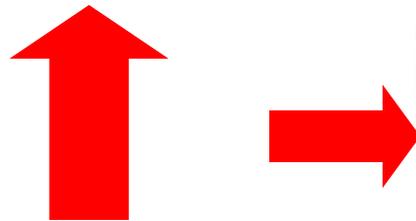


- Potentially inappropriate is defined as those visits to the ER that can be treated at a less costly facility like and Urgent Care Center or a Doctor's office.
- When compared to the prior period, potentially inappropriate ER use decreased in all three target mailing groups.
- The young singles group, although decreasing, still remains the biggest opportunity as they have the highest volume of potentially inappropriate ER claims.

Diabetic Mailing



Metabolic Syndrome



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).

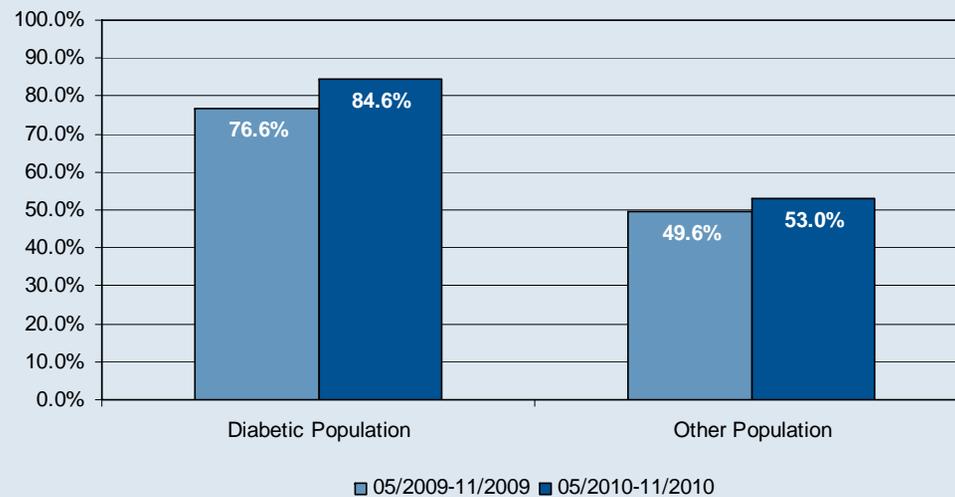
You may not even know you have metabolic syndrome until your doctor diagnoses you. It's caused by a diet high in fat and calories and not enough physical activity to keep off excess weight; along with high blood pressure, insulin resistance and poor cholesterol readings.

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.

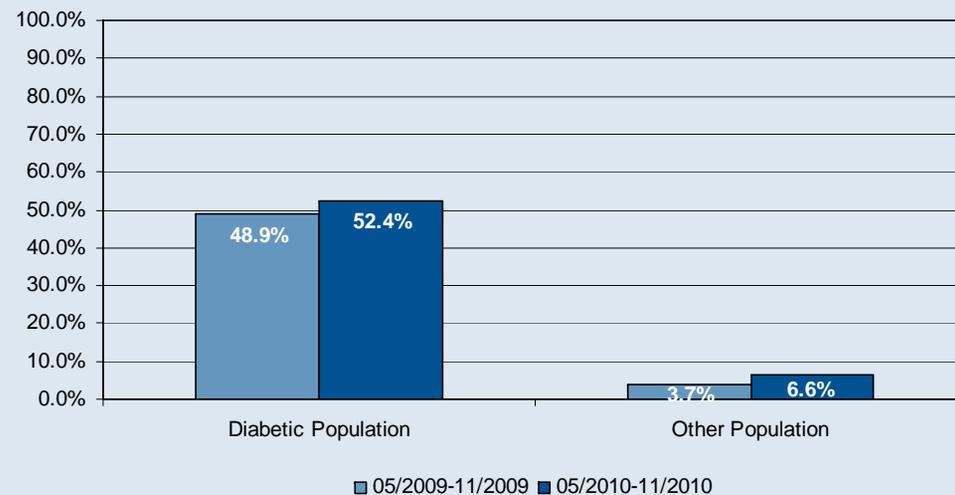
Diabetic mailing - Results

Measured Office Visits to a PCP or Endocrinologist



- 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.

Measured Services for an A1C Test



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.

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 UnitedHealthcare 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.

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

Individual support— just for you.

Some of the benefits of the program include:

- Support available 24 hours a day with experienced nurses
- Educational materials and resources to help you through your pregnancy and childbirth
- Identify your individual needs or potential risks
- Access to Online Healthy Pregnancy Owner's Manual
- Complimentary gifts and money-saving coupons

Enroll today in this free program.

Why wait? Get the most from the personalized attention and begin your child's legacy of good health today. You can enroll up through week 33 of your pregnancy.

To Enroll
Call 1-877-743-3149*
toll-free
Monday - Thursday
8 a.m. to 11 p.m. Central
Friday: 8 a.m. to 8 p.m. Central
Saturday: 8 a.m. to 5 p.m. Central

More information
www.healthy-pregnancy.com

* Please note: Access for questions and answers is available 24/7, however program enrollment is limited to specific times. The program follows certain practice standards from the American College of Obstetrics and Gynecology. The Healthy Pregnancy Program cannot diagnose or recommend specific treatment. This information is provided to assist a woman in her pregnancy. For more information, please consult your doctor's care.

Healthy pregnancy program mailing - Results

Client #1	% of Mailed who Called
Total	12.6%
Targeted Mailing	17.5%
Standard Mailing	7.8%

Client #2	% of Mailed who Called
Total	11.5%
Targeted Mailing	13.3%
Standard Mailing	9.6%

Questions?