

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