

BHCG Consumer Communications Campaigns

UnitedHealth Premium® program



You want only the best for your employees, but health care can be complicated. And the choices people make can have a big impact on their health and health care costs.

To help employees make informed decisions and get more value from their medical plan, we offer a library of custom communication campaigns — available at **no additional cost** to BHCG member employers. These campaigns were created in partnership with UnitedHealthcare's Engagement Solutions team using best-in-class strategies and creative concepts.

Premium program campaign: *Choose smart. Look for the two blue hearts.*

Our customizable **UnitedHealth Premium program** campaign helps your employees choose high-quality, cost-efficient care. By encouraging use of Premium Care Physicians — “Choose smart. Look for the two blue hearts.” — we help members get quality care at a reasonable price, with fewer complications, repeated surgeries or unnecessary tests.

Choose from a variety of tactics to meet your needs, including:

- Video
- Targeted mailers
- Full population mailer
- Emails
- Intranet article
- Microsite

Your employees get the information they need to make the most of what matters to them: their health, their money and their quality of life. And you get the tools you need to help them keep their health — and health care costs — in check.

Help your employees make the most of what matters

No matter what your employees need from the health care system, we make it easy for you to help them find it, so they can feel good about their health and benefit decisions. And you can make the most of your health care investment.

EASY, COST-EFFECTIVE ENGAGEMENT TOOLS:

- **Turnkey access.** Review, download and distribute materials on demand from our online library.
- **Simple customization.** Add your logo and contact information. Additional customization is available at a discounted rate for BHCG member employers.
- **Multi-channel approach.** Choose from a variety of communication tactics.

