

Navigating health care just got easier



Helping members make better health care choices

When it comes to health and well-being, you want only the best for your employees and their families. So do we. But health care can be complicated. And the choices people make can have a big impact on their health and health care costs.

That's why BHCG offers a library of communication materials you can use to help members make more informed health care decisions and get more value from their medical plans.

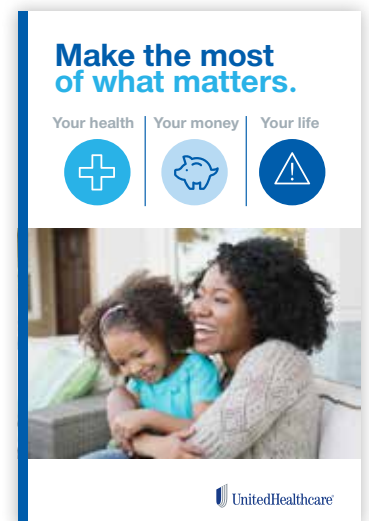
Members get the information they need to make the most of what matters to them: their health, their money and their quality of life. And you get the tools you need to help them keep their health — and health care costs — in check.

Easy, cost-effective engagement tools

BHCG worked with engagement experts to build a library of communication campaign materials based on best-in-class strategies and proven creative concepts. Materials are available to participating BHCG employers at no additional cost.

Here's what you can expect:

- **Turnkey access.** Review, download and distribute materials on demand from our exclusive online library, available anytime throughout the year.
- **Simple customization.** Add your logo and contact information to maximize impact. Additional customization is available, if needed, at a discounted rate for BHCG employers.
- **Multi-channel approach.** Choose from a variety of communication tactics that best fit your needs — including mailers, emails, banner ads, online articles, digital resources, videos and more.

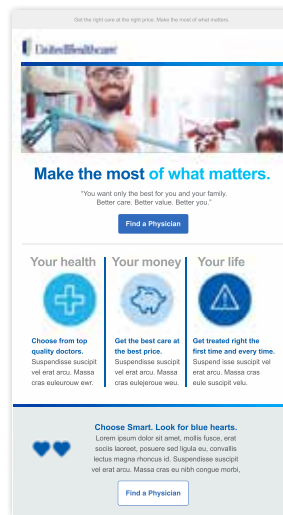




Campaigns that address top cost drivers

Initial campaigns will engage members in making informed decisions about their health and health care.

- **Make the most of what matters.** This campaign empowers members as health care consumers, showing them all the ways their health plan helps them make the most of their health, their money and their quality of life.
- **Using the UnitedHealth Premium® designation program.** By encouraging use of Premium Program doctors, we help members get high-quality care at a reasonable price — with fewer complications, repeated surgeries or unnecessary tests.
- **Making the most of tiered benefits.** By encouraging members to look for the Tier 1 symbol, we make it easier for them to maximize health plan benefits and choose doctors who deliver high-quality care at a lower out-of-pocket cost.



Value that's easy to recognize

No matter what your members need from the health care system, we're here 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.



In time, additional campaigns will be added, providing employers with more solutions to engage members in their health care decisions.