# Communications calendar

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| **Topic** | **Suggested timing** | **HealthPartners communications toolkits** | **Other HealthPartners resources** |
| **Understanding and managing your plan**  *Health care can be confusing. We can help break it down.* | **Quarter 1** (Start of plan year / year-round)  *Help employees feel confident for the year ahead with information and resources to get started with their plan.* | * [Choosing and using your health plan](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans)   + Welcome to HealthPartners   + Benefits 101   + FSAs, HRAs and HSAs 101   + Online and digital tools | * HealthPartners Member Services: **952-883-5000** or **800-883-2177** * HealthPartners blog:   + [How to get the most out of your health insurance](https://www.healthpartners.com/blog/how-to-get-the-most-out-of-your-health-insurance/)   + [Tips to know what your health insurance covers](https://www.healthpartners.com/hp/healthy-living/healthy-living-blog/health-insurance-coverage-video.html)   + [How to figure out what your health insurance plan covers](https://www.healthpartners.com/blog/how-to-figure-out-what-your-health-plan-covers/)   + [What is an Explanation of Benefits vs. a bill?](https://www.healthpartners.com/hp/healthy-living/healthy-living-blog/explanation-of-benefits-vs-bill.html) |
| **Health and well-being assessment and activities**  *Healthy employees are good for the community and your business.* | **Quarter 1** (Start of program/plan year / year-round)  *Coordinate communications with your well-being program dates. Don’t have a program? Kick-off communications at the start of your health plan year.* | * [Well-being campaign programs](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#well-being-programs)   + Health on-the-go   + Shake it up   + Something for everyone   + Unlock your health potential | * [Well-being challenges](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#well-being-challenge)   + HealthPartners 5-2-1-0 Challenge   + HealthPartners Financial Fitness Challenge   + HealthPartners Attitude of Gratitude Challenge   + HealthPartners More ZZZs Please Challenge   + HealthPartners Sugar Shake-up Challenge |
| **Heart health**  *Learn about ways to reduce the risk for heart disease.* | **Quarter 1**  *February is heart health month!* | * [Healthier habits and preventative care](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits)   + Healthy Living (Heart health, Nutrition, Physical activity)   + HealthPartners yumPower (Healthy Eating)   + Stress and resilience | * [HealthPartners Well-being 5-2-1-0 Challenge](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/" \l "well-being-challenge) * [HealthPartners Be tobacco free support](https://www.healthpartners.com/hp/healthy-living/health-topics/tobacco-free/index.html) * [HealthPartners Condition support and services](https://www.healthpartners.com/hp/healthy-living/health-topics/disease-management/index.html) * HealthPartners blog:   + [“Heart age”: What causes your heart to age faster than the rest of your body](https://www.healthpartners.com/blog/what-causes-your-heart-to-age-faster/)   + [What is a heart-healthy diet? Here are foods that are good for your heart - and foods to avoid](https://www.healthpartners.com/blog/how-to-eat-heart-healthy-diet/) |
| **Choosing the best place for care**  *Going to the right place can save time and money.* | **Quarter 2**  *Spring allergies and outdoor injuries can increase the need for quick care. Help employees know where to go.* | * [Choosing the best care](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-best-care)   + Call, click or come in   + High Value Network (HVN)   + Know your care costs   + Nationwide network   + Virtuwell 24/7 online clinic | * HealthPartners 24/7 CareLineSM service nurse line: **612-339-3663** or **800-551-0859** * HealthPartners blog:   + [In-network vs. out-of-network insurance: What’s the difference and why does it matter?](https://www.healthpartners.com/blog/is-my-doctor-covered/)   + [Where to go when you’re sick, besides the ER](https://www.healthpartners.com/blog/where-to-go-when-your-child-has-an-earache-besides-the-er/)   + [Telemedicine appointment or in-person primary care? How to choose the best option for you](https://www.healthpartners.com/blog/when-to-use-telemedicine/) |
| **Mental health**  *Open the conversation about mental illness.* | **Quarter 2**  *May is mental health month!* | * [Healthy Living](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) (Mental health, Resilience and stress) * [Stress and resilience](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) * [Opioids and unused medications](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) * [Employee Assistance Program (EAP)](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) * [Take control of your medicine](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) | * [HealthPartners Well-being Attitude of Gratitude Challenge](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/" \l "well-being-challenge) * HealthPartners Behavioral Health Navigators: **952-883-5000** or **800-883-2177** * myStrength® available through [HealthPartners Living Well](https://www.healthpartners.com/wellbeing-login/) * HealthPartners blog:   + [How to reduce stress and anxiety: Tips for creating a happier and healthier home](https://www.healthpartners.com/blog/quick-tips-for-reducing-stress/)   + [7 terms to avoid when talking about mental illnesses, and better ones to use](https://www.healthpartners.com/blog/mental-illnesses-terms-to-use-terms-to-avoid/)   + [How to support someone living with anxiety](https://www.healthpartners.com/blog/living-with-anxiety/) |

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| **Financial well-being**  *Being financially fit is just as important as being physically fit.* | **Quarter 2**  *Empower employees to shop for care and medicines, estimates costs and manage their health and budget.* | * [Healthy Living](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) (Financial well-being) * [Employee Assistance Program (EAP)](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) * [Take control of your medicine](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) * [Know your care costs](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-best-care) | * [HealthPartners Well-being Financial Fitness Challenge](https://www.healthpartners.com/employer-public/home/toolkits/financial-fitness-challenge) * [HealthPartners Healthy Discounts program](https://www.healthpartners.com/hp/healthy-living/healthy-discounts/index.html) * Community assistance resource listings available through [NowPow](https://www.healthpartners.com/insurance/members/local-support-resources/) * HealthPartners blog: [Coinsurance, Copays and other common health insurance terms defined](https://www.healthpartners.com/blog/copays-coinsurance-and-other-common-health-insurance-terms/) |
| **Managing your medicines**  *The right medicines can help make you healthier, at a more affordable price.* | **Quarter 3**  *Support employees in understanding their benefits and getting the most from their medicines.* | * [Take control of your medicine](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) * [Opioids and unused medications](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) | * HealthPartners Pharmacy Navigators: **952-883-5000** or **800-883-2177** * [HealthPartners Medication Therapy Management](https://www.healthpartners.com/hp/pharmacy/medication-side-effects-interactions/) * HealthPartners blog:   + [What is a drug formulary?](https://www.healthpartners.com/hp/healthy-living/healthy-living-blog/what-is-a-drug-formulary.html)   + [Why does my medicine cost more this month?](https://www.healthpartners.com/blog/why-did-the-cost-of-my-prescription-go-up/)   + [Why are online pharmacies cheaper?](https://www.healthpartners.com/blog/why-is-prescription-medicine-cheaper-online/)   + [How to transfer your prescription to another pharmacy](https://www.healthpartners.com/blog/how-to-transfer-prescription/) |
| **Preventive care** (including primary care and cancer screenings)  *Even when you feel healthy, schedule regular screenings to prevent, catch and stop health issues.* | **Quarter 3**  *August is national immunization awareness month!*  *Back to school is a great time to ensure children and adults alike are healthy for the year ahead.* | * [Healthy Living](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) (Preventive care, Immunizations) * [Care today for a healthier tomorrow](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) * [Flu fighters](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) * [Nationwide network](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-best-care) * [Take control of your medicine](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) | * HealthPartners Member Services: **952-883-5000** or **800-883-2177** * [HealthPartners Preventive care guidelines](https://www.healthpartners.com/hp/healthy-living/preventive-guidelines/index.html) * HealthPartners blog:   + [Understanding your preventive care benefits and services](https://www.healthpartners.com/blog/understanding-preventive-care-benefits-services/)   + [How are cancer screenings covered by my health insurance plan?](https://www.healthpartners.com/blog/how-are-cancer-screenings-covered-by-insurance/)   + [5 reasons why you need a primary care doctor](https://www.healthpartners.com/blog/five-reasons-to-have-a-primary-care-doctor/)   + [Preventive care 101: what, why and how much](https://www.healthpartners.com/blog/preventive-care-101-what-why-and-how-much/)   + [Ask an oncologist: answering patient questions about cancer screenings](https://www.healthpartners.com/blog/ask-an-oncologist-answering-patient-questions-about-cancer-screenings/) |
| **Dental health**  *A healthy mouth is tied to an overall healthy body.* | **Quarter 3**  *October is national dental hygiene month!* | * [Healthy Living](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) (Dental health) * [Care today for a healthier tomorrow](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) * [Call, click or come in](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-best-care) | * HealthPartners blog:   + [What to expect during your dental checkups and teeth cleanings (and why they’re so important)](https://www.healthpartners.com/blog/dental-preventive-visit/)   + [What’s included in my pediatric dental coverage?](https://www.healthpartners.com/blog/whats-included-in-my-pediatric-dental-coverage/)   + [Is dental insurance worth it?](https://www.healthpartners.com/blog/do-you-need-dental-insurance/) |
| **Choosing the best plan for you**  *Helping you sign up for a plan you understand is just the first way we help you stay healthy.* | **Quarter 4**  *Fall is a common time for employers to schedule an open enrollment period for plans effective Jan. 1.*  *October is health literacy month!* | * HealthPartners Open Enrollment communications (see your Sales team) * [Welcome to HealthPartners](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) * [Benefits 101](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) * [FSAs, HRAs and HSAs 101](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) | * HealthPartners Member Services: **952-883-5000** or **800-883-2177** * [HealthPartners Plan for Me](https://www.healthpartners.com/public/planforme/) * HealthPartners blog:   + [Picking a health insurance plan: top 10 questions to ask](https://www.healthpartners.com/hp/healthy-living/healthy-living-blog/10-questions-to-ask-when-picking-a-plan.html)   + [Premiums versus deductibles: The differences that can impact your budget](https://www.healthpartners.com/blog/premium-vs-deductible-understanding-the-difference/)   + [I have young kids. What’s the best plan for me?](https://www.healthpartners.com/blog/i-have-young-kids-whats-the-best-plan-for-me/) |
| **Back health**  *Tips and resources to reduce back pain.* | **Quarter 4**  *October is spine health awareness month!* | * [Healthy Living](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) (Back health) * [Call, click or come in](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-best-care) * [High Value Network (HVN)](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-best-care) * [Take control of your medicine](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) | * HealthPartners Nurse Navigators: **952-883-5000** or **800-883-2177** * [HealthPartners Condition support and services](https://www.healthpartners.com/hp/healthy-living/health-topics/disease-management/index.html) |

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| **Family well-being**  *Juggle busy life with healthy habits and quick and convenient resources.* | **Quarter 4**  *Have a healthier, happier holiday season.* | * [Healthy Living](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) (Family well-being, Physical activity, Nutrition, Sleep) * [HealthPartners yumPower](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) * [Stress and resilience](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) * [Opioids and unused medications](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#healthier-habits) * [Online and digital tools](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) * [Employee Assistance Program (EAP)](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-your-health-plans) * [Call, click or come in](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-best-care) * [Virtuwell®](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#choosing-best-care) | * [HealthPartners 5-2-1-0 Challenge](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/#well-being-challenge) * [HealthPartners More ZZZs Please Challenge](https://www.healthpartners.com/employer-public/home/toolkits/more-sleep-please-challenge) * [HealthPartners Attitude of Gratitude Challenge](https://www.healthpartners.com/insurance/group-health-plans/resources/employer-communication-toolkits/" \l "well-being-challenge) * [HealthPartners Healthy Discounts program](https://www.healthpartners.com/hp/healthy-living/healthy-discounts/index.html) * Community assistance resource listings available through [NowPow](https://www.healthpartners.com/insurance/members/local-support-resources/) * HealthPartners blog:   + [How to reduce stress and anxiety: Tips for creating a happier and healthier home](https://www.healthpartners.com/blog/tips-for-reducing-stress-at-home/)   + [Activities that burn calories](https://www.healthpartners.com/blog/activities-that-burn-calories/)   + [How to give yourself the gift of health and well-being](https://www.healthpartners.com/blog/how-to-give-yourself-the-gift-of-health-and-well-being/) |