



CEO CANCER GOLD
STANDARD

Post Pandemic Wellbeing Communication Strategies

- **Think Broadly**
 - Total health and well-being focus will take into account the entire health impact to employees and families beyond direct risk of COVID
 - Insurance does not equal access
 - Mental/emotional health issues will be more prominent even in those without a mental health condition
 - Results in tendency to pause rather than activate on other health activities
 - Overwhelmed and over messaged
 - International travel has been a way to monitor adult immunizations and this has been severely impacted

- **Specific messaging is more impactful**
 - Focus on Return to Life
 - General messages will be ignored
 - Clear subjects such will be recognized such as:
 - What you need to return to school, college
 - Employees that identify with these specific situations will be more likely to activate
 - Keep it simple

- **Develop a feedback mechanism**
 - Understand the health system is still trying to recover and capacity is still an issue
 - Listen to your employees on the issues they are experiencing with negotiating the health care system

- **Engage your vendors**
 - Use them in the feedback mechanism above
 - Understand how they are changing the way to help members navigate the current situation with the health system
 - How are they interacting with members that have a higher-than-normal risk and prioritizing the services that need to be delivered?

- **Onsite clinics**
 - Can you expand services to add more immunizations that have been provided in the past?