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 changed 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?