

ValueEngine™: Practice Section 5. Program Marketing and Learning Technologies

Below are common foundation practices that address program marketing and learning technologies within value-based health management. Compared to the best-practice goals stated below, rate each foundation practice as either below, meets, exceeds, or not implemented.

Best Practice Goals

- The eligible population is aware of the organization’s health management/wellness programs.
- The eligible population has equal access to programs and services.
- Programs are designed to address the unique needs of the work population and are aligned with the business goals of the organization.
- The eligible population is aware of internal and external health management resources.

Foundation Practices

1. To build awareness within the organization’s commitment to employee health and well-being, the health management program is “branded” with a unique name and identity (e.g., logo, spokesperson) that is used on all program materials, communications, and services.
2. At a minimum, we provide a quarterly employee health newsletter that addresses our organization’s health needs and interests, and promotes internal and external health resources.
3. We have a dedicated health Web site or access through a third-party vendor (e.g., health plan) that addresses our organization’s health needs and interests and promotes internal and external health resources.
4. We cross-promote our health management program through other company communications such as company and departmental newsletters, annual reports, and job recruitment materials.
5. We provide our eligible population with a variety of learning options based on such factors as learning style, readiness to change, and access to appropriate resources. **Check all that apply:**
 - Face-to-face Print Web-based
 - Group learning Telephonic Other(s)
6. We distribute an annual “State of Health Report” to our work force that summarizes health- and productivity-related cost trends, implications to business and program goals, specific benchmarks (e.g., value-markers) and program successes related to employee health status, participation, and targeted outcomes.
7. Within our health benefit communications, we cross-promote our health management programs related to prevention, risk intervention, medical consumerism, and disease management.
8. Our health and benefit communications are targeted to address the unique demographics of our population including gender, ethnicity, education, literacy levels, and language needs.

Not Implemented
Below
Meets
Exceeds

0	5	10	15
0	5	10	15
0	5	10	15
0	5	10	15
0	5	10	15
0	5	10	15
0	5	10	15
0	5	10	15
0	5	10	15

Calculating Your Practice Section Score

1. Total the scores in each respective column. Record on these lines.
2. Total all column scores. This is your *gross score*. Divide the gross score by 120.
3. Multiply your answer by 100. This is your adjusted *Practice Score*.
4. Place your Practice Score in this box.

_____ /120= _____

_____ x100= _____

Also record this score on the ValueEngine™ *Benchmarking Summary Worksheet*.