



Health Risk Assessment Campaign Coordinator's Guide

About the campaign

This one-month campaign encourages employees to complete their annual Health Risk Assessment (HRA) on CaféWell to better understand their current state of well-being. The HRA is an online assessment that asks a series of questions about everyday health habits and behaviors pertaining to a variety of topics including physical activity, mental health, nutrition, and disease risk. Upon completion of the health assessment, participants receive a personalized report that outlines their current health status and risk factors, as well as information about the steps toward improvement. The campaign coordinator will receive an aggregate report detailing overall health risk data from employees.

How the campaign works

The Coordinator will send one email communication per week for four weeks to encourage employees to create their account on CaféWell and complete their HRA. Announcement and reminder email templates are available for use in the Coordinator's Guide. A flier and an FAQ can be used to further promote the campaign.

Challenge materials

- Coordinator's guide with Timeline & Email Templates
- Promotional Flier and FAQ document
- OPTIONAL – Prizes or incentives for employees

Questions?

Contact your Wellness Consultant or email us at Wellness@PacificSource.com



Your role as coordinator

- Choose a campaign start date
- Use the timeline below to organize activities for the campaign
- Post promotional fliers around your worksite as applicable
- Send email communications to employees using the templates provided
- Review the Aggregate Health Risk Assessment report with your Wellness Consultant

Challenge timeline

A successful campaign requires a solid promotion plan. Use the guideline below to organize a schedule for your efforts.

Item/Task	Timeline	Date
Review campaign materials	Four weeks before challenge begins	
Determine prizes or incentives as applicable, and order in advance	Four weeks before challenge begins	
Edit and print promotional fliers	Two weeks before challenge begins	
Post promotional fliers around your worksite as applicable	Day 1 of campaign	
Send announcement email and attach Health Assessment FAQ document	Day 1 of campaign	
Announce the Health Risk Assessment campaign at staff meetings	Any time during the campaign	
Send first reminder email	Week 2 of campaign	
Send second reminder email	Week 3 of campaign	
Send final reminder email	Week 4 of campaign	
Review participation report (provided by PacificSource) and determine prize/incentive recipients as applicable	One week after campaign	
Review aggregate data report (provided by PacificSource)	One month after campaign	

Email Communications

Following are email templates to help promote your Health Risk Assessment campaign. You can tailor your organization's campaign rollout, particularly as it pertains to contact information, prizes, and incentives. We recommend attaching the Health Risk Assessment FAQ document with the Announcement Email.

Announcement Email

Subject: Complete your health assessment today, and be rewarded with [reference incentive or prize]!

Body: When you complete your annual Health Risk Assessment in CaféWell, you will gain greater insight into your personal state of well-being in as little as 10 minutes. Plus, if you complete the health assessment by [date], you'll be entered to receive [prize/incentive]!

Once you complete the health assessment, you'll receive a personalized report that outlines your health status and what you can do to maintain or improve your health.

Taking the health assessment is voluntary and completely confidential. Your personal health information will not be shared with us as your employer. We will only be notified that you participated for the purpose of receiving incentives.

After logging in to the member portal **InTouch** at InTouch.PacificSource.com/members, click Benefits, then Wellness-CaféWell. You'll find the Health Risk Assessment link in the rotating banner, or from the Menu tab.

Not a PacificSource member? Reach out to [Company Contact] for help to access CaféWell.

Reminder Email #1

Subject: Don't forget to complete your health assessment today for a chance to win!

Body: Have you completed the health assessment in CaféWell? If yes, great! You will be receiving [prize]!

If you haven't, don't miss out on your opportunity. Complete the health assessment in CaféWell by [date] to qualify. You'll also get:

- Greater insight into your physical and mental health
- A personalized report outlining your health status
- Guidance for what you can do to maintain or improve your health

Taking the health assessment is voluntary and completely confidential. Your personal health information will not be shared with us as your employer. We will only be notified that you participated for the purpose of receiving incentives.

After logging in to the member portal **InTouch** at InTouch.PacificSource.com/members, click Benefits, then Wellness-CaféWell. You'll find the Health Risk Assessment link in the rotating banner, or from the Menu tab.

Not a PacificSource member? Reach out to [Company Contact] for help in accessing CaféWell.

Reminder Email #2

Subject: It's not too late to complete your health assessment!

Body: Where did the time go? We're already nearing the [date] deadline to complete the health assessment in CaféWell to be eligible for [prize]. Can you believe it?

The good news is that you still have plenty of time to complete the health assessment, earn [prize], and get your personalized health report. After all, gaining knowledge of your starting point is the best way to maintain or enhance your overall health.

Taking the health assessment is voluntary and completely confidential. Your personal health information will not be shared with us as your employer. We will only be notified that you participated for the purpose of receiving incentives.

After logging in to the member portal **InTouch** at InTouch.PacificSource.com/members, click Benefits, then Wellness-CaféWell. You'll find the Health Risk Assessment link in the rotating banner, or from the Menu tab.

Not a PacificSource member? Reach out to [Company Contact] for help in accessing CaféWell.

Final Reminder Email

Subject: Last chance to complete your health assessment, and receive [prize]!

Body: Today's the day! It's your last chance to complete the health assessment on CaféWell and receive [prize]!

But there's more to gain than just [prize]. By taking just 10 minutes to complete the health assessment, you get a personalized report that outlines your health status and what you can do to maintain or improve your health.

And remember, taking the health assessment is voluntary and completely confidential. Your personal health information will not be shared with us as your employer. We will only be notified that you participated for the purpose of receiving incentives.

After logging in to the member portal **InTouch** at InTouch.PacificSource.com/members, click Benefits, then Wellness-CaféWell. You'll find the Health Risk Assessment link in the rotating banner, or from the Menu tab.

Not a PacificSource member? Reach out to [Company Contact] for help in accessing CaféWell.