

Program Overview



Health Passport

Description

The Health Passport is a program designed to initiate positive changes in healthcare behaviors and provide demonstrable results. The Health Passport accomplishes the objectives by using classic behavior shaping theory and social marketing principles, communicated through a booklet or 'passport' to engage employees and dependents with existing channels and tools.

Objectives

- ▶ Improve health and healthcare choices made by employees and their dependents.
- ▶ Increase active participation in benefits and wellness programs already available to employees on campus and in the community.
- ▶ Build community and marketplace leverage for improvements.
- ▶ Achieve a sustained reduction and/or reduce the rate of increase in healthcare costs through an increase in preventative care, better management of chronic health conditions, reduction of risk factors, and usage of higher quality healthcare providers.
- ▶ Create overall cultural change by creating a single source that synthesizes current vendors and health improvement offerings with related community activities and quality healthcare providers.

Program Benefits

- ▶ Turnkey program built on classic behavior change and social marketing principles
- ▶ Customizable plan, based on organization's strategic health goals
- ▶ Increased employee engagement in healthy activities & improved employee health
- ▶ Integration of employer programs and communications
- ▶ Engaged community partners and increased support
- ▶ Reduction in staff time through use of external resource
- ▶ Multi-channel communication effort including electronic, print, social media, and face-to-face communications