

Promotional Ideas for Health Plan Partners

Looking for ways to promote **text4baby** to your members?

Here are some ideas:

- Establish a text4baby **Outreach Team** with staff from various departments (e.g., wellness & prevention, disease management, maternal and infant health, provider relations, etc.) to identify communication channels where text4baby information can be distributed.

Cigna has incorporated text4baby into their Healthy Pregnancies, Healthy BabiesSM program which gives expectant mothers information and support throughout pregnancy. Cigna has also included text4baby as a resource through their 24-hour nurse line as well as through myCIGNA.com, a personalized website for health plan enrollees.

Horizon BlueCross BlueShield of New Jersey has incorporated text4baby into their Precious Additions[®] program. Women receive a pregnancy journal, prenatal parent education class reimbursement information, and immunization reminders.

- Connect with text4baby **Outreach Partners** found on www.text4baby.org and organize local events to promote the service.
- Tailor the **press release** template found on www.text4baby.org and distribute it with your logo and text4baby promotional plans.
- Include text4baby information in **Medicaid enrollment letters**.

Medicaid accounts for over 40% of births per year in the U.S.¹ Further, nearly 80% of Medicaid beneficiaries text regularly, the highest rate amongst all insured and uninsured populations.² L.A. Care Health Plan has cobranding promotional materials for provider offices, given text4baby materials to nurses to distribute to patients, and worked with community partners to promote text4baby at local events such as health fairs.

- Place the text4baby logo, web banner, and program description on your **website and social media** sites (e.g., Facebook, Twitter).
- Include an article about text4baby with enrollment instructions and program benefits in member and provider **newsletters, broadcast emails, and other communications**.
- Customize text4baby **posters, flyers, and tearpads** with your company's logo; then print and distribute to providers in your network.

- Supply your employer account team with text4baby **co-branded promotional materials** to share with their employer clients.

According to the Census Bureau, 62% of women who have had a baby in the last year are in the labor force, and approximately 59% of all women in the United States receive their health insurance either through their own employer or their spouse's employer.^{3,4} Pregnancy is the largest single direct expense for many employers and a leading cause of turnover.⁵ Text4baby can easily be adapted into your employer outreach initiatives.

- Use key holidays and health observations like Mother's Day, Infant Mortality Awareness Month (September), SIDS Awareness Month (October), and Prematurity Awareness Month (November) to **pitch a text4baby story to media** contacts (TV, radio, etc.).

Health Net began their text4baby promotion with press releases (English and Spanish) sent over the Latino and National Circuit business wire. The press releases generated radio interviews on public news service stations in both Arizona and Illinois. The health plan also distributed newsletters to providers and members. The State Health Program sent over 5,000 Spanish and English flyers to community workers in California for distribution at community events and clinics.

Have other creative ideas?

E-mail us at partners@text4baby.org and we'll add them to this list!

For more information about the text4baby program, visit www.text4baby.org

1. Kaiser Family Foundation, Medicaid Matters: Understanding Medicaid's Role in Our Health Care System, March 2011, available at <http://www.kff.org/medicaid/upload/8165.pdf> Accessed July 22, 2011. 2. PricewaterhouseCoopers, Healthcare unwired: New business models delivering care anywhere. September 2010. Available at <http://www.mobilemarketer.com/cms/lib/9599.pdf>. Accessed July 22, 2011. 3. U.S. Census Bureau. 2009 American Community Survey. Table B130-12-American Fact Finder; 2009. 4. The Kaiser Family Foundation. Women's Health Insurance Coverage Fact Sheet. Available at: <http://www.kff.org/womenshealth/upload/6000-09.pdf>. Accessed July 22, 2011. 5. Hamilton BE, Martin JA, Ventura SJ. Births: Preliminary Data for 2009. National Vital Statistics Reports, volume 59, number 3, December 21, 2010.

