



# A multichannel approach to reaching your members

Delivering a full member experience to strengthen their engagement

## High-quality content that helps build relationships

Access hundreds of articles, images, and infographics—while developing your marketing solutions to spotlight your organization and reinforce your brand. With our ever-expanding content collection, you can use it as is or customize it as much as you want, to connect with your members whenever you need.

## Engaged members, wherever they are

Whether your goal is to drive web traffic, improve member health, or increase brand preference in the communities you serve, you can choose from a comprehensive suite of digital and print-based content and tools to achieve your goals. Through credible, actionable marketing solutions, you'll command attention and drive positive response.

## Choose from a library of resources

A vast collection of health and wellness articles, videos, interactive tools such as Symptom Checker, Health Evaluators, and other resources from the StayWell Consumer Health Library enables you to help your members make better decisions for their health.

## Give members many reasons to visit

Drive visitors to your website, microsite, or blog—and keep them there—when you integrate trusted, engaging StayWell content. We can also research, create, review, and deliver high-quality content, to leave you more time to focus on telling your members' inspiring health stories.





### Improve ROI

Happier, healthier, more engaged members can mean higher satisfaction scores, reduced readmissions, improved regulatory compliance, and lower health care costs.



### Leverage the power of print

Print solutions can help you engage your members and build your brand. We offer resources from custom wellness magazines and calendars to recipe books and Medicare guidebooks—with a consultative approach and flexible customization options—to support your members, without breaking your budget.

## Benefits to your members

- Improve outcomes by promoting self-care and disease management skills.
- Reduce health care costs by delivering wellness and preventive care education.
- Bring attention to potential health issues through quizzes and risk assessments.

## Value to your organization

- Build your brand.
- Engage your members.
- Generate leads and build referrals.
- Reach diverse populations.



 **STAYWELL**<sup>®</sup>  
Illuminating the path to better health

Partner with a health empowerment company that enables payers everywhere to improve health outcomes through solutions applying the science of behavior change. Visit [staywell.com](https://www.staywell.com) to learn more or contact **800.333.3032** to schedule a demo.

#### Reference

1 Comstock J. Health plans get low marks for patient engagement in new Healthmine survey. *Healthcare Finance*. May 26, 2017. <https://www.healthcarefinancenews.com/news/health-plans-get-low-marks-patient-engagement-new-healthmine-survey>. Accessed April 19, 2019.

