Staying healthy isn't easy. Text4Health can help.

txt4health℠

Program Overview

- General health education, appropriate for all populations
- Annual physical & dental exam reminders
- Screening reminders (cervical cancer, breast cancer, colon cancer, BMI, STD)
- Seasonal flu shot reminder
- Health assessment
- 30-day diet/exercise challenge
- Interactive health education quizzes

Proven Results

Participants in Text4Health are:

1.6x more likely see a doctor ($p<.05$, n=22000)

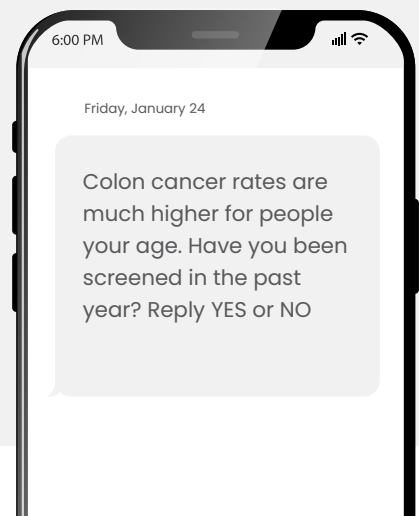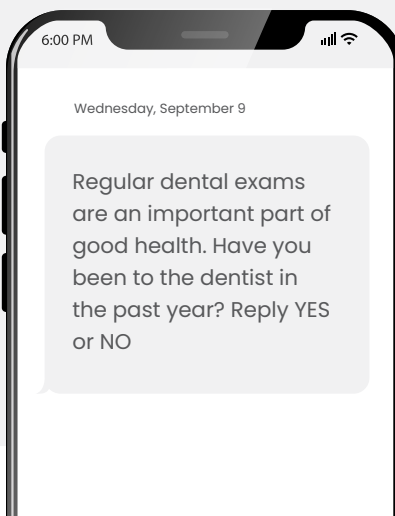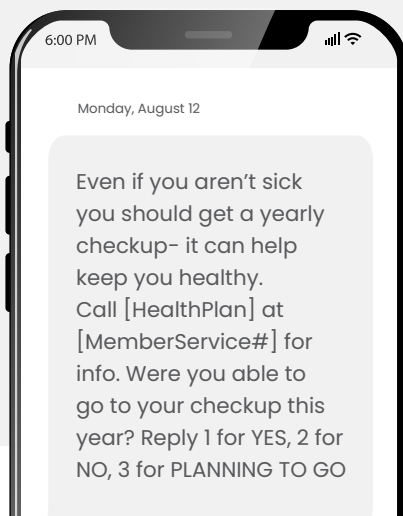**3x** more likely to attend a physical exam within 90 days of receiving a tailored text message ($p<.01$,

2x more likely to receive a flu shot $p<.01$, n=20,000)

86% say they'd recommend the program to a friend

Data source: Internal analysis using claims data for physical exams provided by health plan partners

Sample messages

Messages can be customized to promote the programs you already have in place and drive to your website

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6:00 PM

Monday, August 12

Even if you aren't sick you should get a yearly checkup- it can help keep you healthy. Call [HealthPlan] at [MemberService#] for info. Were you able to go to your checkup this year? Reply 1 for YES, 2 for NO, 3 for PLANNING TO GO

6:00 PM

Wednesday, September 9

Regular dental exams are an important part of good health. Have you been to the dentist in the past year? Reply YES or NO

6:00 PM

Friday, January 24

Colon cancer rates are much higher for people your age. Have you been screened in the past year? Reply YES or NO

Being proactive about healthcare helps people manage, postpone and even prevent some medical conditions. Benefits of preventive health care[1]:

1. Increases lifespan
2. Reduces cost in the long run
3. Helps ensure timely vaccinations
4. Helps people live an active Life
5. Helps ensure one follows doctor recommendations
6. Helps control health problems

Well Visits Include[2]:

- Blood pressure screenings
- Cancer screenings
- Cholesterol screening
- Diet counseling
- Immunizations
- Mammography
- Birth control
- Pap tests

Preventative health screenings increase life expectancy, especially among 30 to 49-year olds

Visit www.virginpulse.com or email letstalk@virginpulse.com

Sources: 1. Norwood Medical Associates: 7 Benefits of Preventive Health Care, https://www.norwoodmedicalma.com/blog/7-benefits-of-preventive-health-care/
2. Healthcare.gov: Learn the importance of preventive health, https://www.healthcare.gov/blog/learn-importance-preventive-health/