

Help your plan members get to know UMR



Sample employee communications calendar

We've developed a sample calendar to assist you in carrying out communication campaigns to help your members become more familiar with UMR, how to make the most of their benefits and the tools available to them.

You can use the hyperlinks to download communications materials to print and distribute to your plan members, or send the files electronically via email or your company HR or benefits site. The hyperlinks open files on Web-based servers, so you will need to be connected to the internet to view and download these materials.

MONTH	TOPICS AND SAMPLES
January	Introducing UMR <ul style="list-style-type: none">• Get all your answers quick and easy @ umr.com – Encourages members to register for umr.com and sign in anytime to learn more about their benefits, review claims, look up network providers and view or order an ID card.• Check your health benefits on the go – Highlights the features available to members through UMR's mobile website, along with answers to frequently asked questions.• Your health information is secure with umr.com – Gives step-by-step instructions on how and why to grant a spouse or adult dependent access to personal health information on umr.com.
February	Benefits basics <ul style="list-style-type: none">• You deserve an explanation – Helps members understand the information they will find on an explanation of benefits (EOB) statement.• Life of a Claim, UMR serving you – Diagrams the steps and timelines involved as members' claims are processed and paid.

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MONTH	TOPICS AND SAMPLES
March	Health literacy <ul style="list-style-type: none"> • Learn the language of health care – Provides easy-to-understand descriptions of common health care terminology.
April – May	Preventive care <ul style="list-style-type: none"> • Preventive care services – Overview of recommended preventive services and health screenings based on age and gender. • Women’s preventive health services – A breakdown of the age-specific women’s health screenings covered 100 percent by health plans under federal health care reform, when received from an in-network provider. • Have you had your mammogram? – Promotes the benefits of early breast cancer detection and provides the recommended guidelines for mammogram screenings and common risk factors that may increase a woman’s risk for the disease.
Summer months	Patient/provider relationship <ul style="list-style-type: none"> • Get in the game – Explains what a primary care physician does and the benefits of selecting a PCP for regular office visits. • Get in on what’s trending – Suggests questions members should consider asking as they prepare for a visit with their health care provider.
Open enrollment	<ul style="list-style-type: none"> • Looking for a health care provider – Overview of the features available within UnitedHealthcare’s combined provider search and cost transparency tool on umr.com. • Accidents happen: Don’t pay more than you should – Explains to members why we ask them to provide accident/injury information for claims that may have third-party liability. • The importance of updating your other insurance information – Explains the importance of updating other insurance information each year and how the process works.

The UMR Marketing Communications team is constantly reviewing and creating additional pieces to help educate your Plan members. We have hundreds of pieces, focusing on nearly any topic you’d like to highlight. UMR can also print and ship you copies of posters and flyers for you to distribute.

UMR also offers your members access to a variety of resources online through umr.com. These include important forms, the quarterly [Healthy You digital magazine](#), and video playlists on the YouTube channel [myUMRHealth](#).

**Please contact your UMR Strategic Account Executive
if you would like to review more communication options.**



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