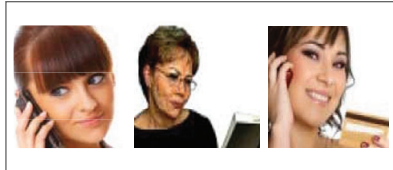


# Women's Health and Wellness Action Campaign



Resolution Health guides the way to women's health and wellness, one person at a time. Our action campaign increases prevention and early detection of breast and cervical cancers.

Return women to compliance with HEDIS<sup>®</sup> performance measures using our personalized, interactive and proven approach.



**Our personalized approach connects with each individual**

- Our campaign is tailored to reach and engage each individual.
- Unlike generic mailings, our campaign reaches out, listens and learns, and provides personal guidance and motivation.



**Our interactive approach engages each individual**

- Phone screen identifies personal barriers to healthy behavior.
- Personalized follow-up letter features Resolution Health's clear communication style, addressing roadblocks to healthy behavior.
- Gift card rewards the individual after she completes the test.



**Our proven approach gets results**

- We have broad-scale experience with 75,000 lives and 60 employer accounts.
- We have generated significant impact through our varied campaign designs. Up to 15% of members became compliant within 3 months.
- We help improve compliance with HEDIS<sup>®</sup> measures.



# Our personalized, interactive and proven approach achieves healthy behavior... one person at a time.



“Have you had your mammogram and Pap test?”



“ I forgot to schedule the test.”  
Dorothy, Age 52

“ I didn't have time.”  
Nancy, Age 48

“I don't need to have a mammogram.”  
Jane, Age 46

There are many reasons why women don't get their mammograms and Pap tests. Our personal and interactive program is designed to stimulate action and get results.

Our personal approach for better health:



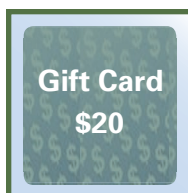
#### Personal Phone Screen

- Validates that she is out-of-compliance
- Identifies reasons why she has not had her test



#### Personal Letter

- Reminds her of the importance of the test
- Addresses her personal reasons for not having the test



#### Personal Incentive / Reward

- Rewards her after she gets the test
- She calls or goes online to get her gift card

Contact Resolution Health to get started now!

We'll customize a campaign for you.

- All communications incorporate health plan brand identity.

We'll help you launch your campaign quickly.

- Our turn key solution means a fast track to implementation.

We'll develop a cost-effective campaign.

- Grouping health plan members into one campaign costs less than running concurrent programs.

Contact Us

- To learn more, contact Dan Heneghan at 240-295-1410 or visit [www.resolutionhealth.com](http://www.resolutionhealth.com).