Heart disease
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Dear Employer,

Taking an active role in the health of your employees is a noble task with so many benefits. Healthy employees enjoy better quality of life, which means your workplace environment is positive and productive – and that helps your bottom line. Good health is good for everyone.

Did you know that coronary artery disease (CAD), the most common kind of heart disease, is the leading cause of death in the United States?* If you can educate your employees about this disease, you'll be playing a key role in helping to improve the health and well-being of your staff and your business.

We are sending you this heart disease awareness campaign kit to support you as you help your employees with heart disease. This disease can significantly affect your employees physically, emotionally and financially. Some may not even know they have heart disease. Others may not know what to do to avoid getting it. You can help them by creating awareness about heart disease, how you get it and how you manage it.

Within this kit you'll find a month-by-month plan that includes:

- Materials to inform your employees about heart disease
- Helpful tips for preventing heart disease and managing the effects of the disease
- Information on the special program we offer for heart disease (ConditionCare)
- Events or activities you can implement to engage your employees on the path to good health

The first step is to let your employees know about the campaign. Click here for wording you can use in an email or a letter to introduce the campaign to your workforce.

Next, use the tools provided in this kit to launch an informative, interactive campaign to help change behaviors in your employees – for their benefit and yours. Here's what we've provided for each month:

- **Day 1**: Send the introductory email or letter explaining the materials and activities for the month. Print posters and hang them around your offices.
- **Week 1**: Send this educational article by email or distribute hard copies. If it suits you, put this article in a newsletter you are publishing that month.
- **Week 3**: Distribute the flier or poster inviting Anthem members to join ConditionCare. (Send this PDF in an email or print it out and post it around your offices.)
- **Week 4**: Sum up the month with an interactive fun activity or an email/letter encouraging your employees to visit anthem.com/ca and load up on great resources for those concerned about heart disease.

We know this kit can be a helpful roadmap as you take your employees on a journey toward good health.

Month 1
Heart disease 101
Resources for month 1

Email or letter for employees (next page)
This introduces the campaign to your employees and explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article
This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- Healthy Heart

Poster
Print this poster and place it around your company's building:

- Take some “sneaky” steps to prevent heart disease

ConditionCare: heart disease
This flier invites your employees to join the ConditionCare program. ConditionCare is a program from Anthem that offers members education and coaching support to help them manage chronic illnesses. You can email this PDF or print it and post it around your office.

- ConditionCare: Heart Failure

Online resources
Encourage your employees to visit anthem.com/ca and load up on great resources for those who are concerned about heart disease.

1. Log in to anthem.com/ca.
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. Read the articles under “Overview.”
Month 1: 
Heart disease 101

Dear <INSERT COMPANY NAME> Employee,

We realize that everyone has a different path to health. We’re here to help you take that first step on your journey to good health. We’ll give you the tools and information you need.

One of the more common health problems today is heart disease. You probably know someone who has heart disease. It could be your spouse, someone in your family or a friend. Or, maybe you’re dealing with heart disease yourself or think you might be at risk.

New program to help those with heart disease
If you or a loved one has heart disease, we have some help for you! We are introducing a new six-month program to help you learn more about heart disease and take steps to control it.

Are you ready to make a few healthy changes? You don’t have to tackle heart disease all at once, or all by yourself. Make small changes, a few at a time and you’ll be surprised at what a difference it can make in your life.

Here’s how it will work
For the next six months, we’ll be giving you information and resources that you can use to learn about heart disease and manage it.

For this first month, you can learn about heart disease by checking out the “Healthy Heart” flier.
Find out even more at anthem.com/ca
It's simple, just follow these steps:

1. Log in at anthem.com/ca.
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. Next, read the articles under “Overview.”

Need more help?
If you’re struggling with heart disease, Anthem can give you some extra help. It’s called ConditionCare and it’s a special program for Anthem members with heart disease.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.
Month 2

Are you at risk for heart disease?
Email or letter for employees (next page)
This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article
This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- Five steps to a healthier heart

Multimedia content
Your employees can watch a video about heart disease:

- Sleep and heart disease: what's the link? (link to video)
- Sleep and heart disease: what's the link? (downloadable file)

ConditionCare: heart disease
This poster invites your employees to join the ConditionCare program. You can email this PDF or print it and post it around your office.

- ConditionCare: Heart Failure

Online resources
Encourage your employees to visit anthem.com/ca and load up on great resources for those who are concerned about heart disease.

1. Log in to anthem.com/ca.
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. Read the articles under “Risk factors.”
Month 2: Are you at risk for heart disease?

Dear <INSERT COMPANY NAME> Employee,

Does heart disease run in your family? Are you overweight or have high blood pressure? If so, you may be at risk for getting heart disease.

If you know that you have heart disease, it’s time to take that first step to manage it. We know that it can be hard to change old habits. It’s against human nature. But it’s well worth it.

Find out more about how to keep your heart healthy for years to come by reading “Five steps to a healthier heart.”

You can also watch a video about “Sleep and heart disease: what’s the link?”:

- [Sleep and heart disease: what’s the link? (link to video)]
- [Sleep and heart disease: what’s the link? (downloadable file)]

You can find out more about heart disease at anthem.com/ca

To get more information, just follow these steps:

1. Log in at anthem.com/ca.
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. Next, read the articles under “Risk factors.”
Need more help?
If you're struggling with heart disease, Anthem can give you some extra help. It's called ConditionCare and it's a special program for Anthem members with heart disease.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.
Month 3
Ready to make some changes?
Resources for month 3

Email or letter for employees (next page)
This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article
This helpful article can be sent by email or hard copy to your employees. It’s good for newsletters too:
- [High cholesterol overview](#)

Poster
Print this poster and place it around your company’s building:
- [Pass (on) the salt](#)

ConditionCare: heart disease
This flier invites your employees to join the ConditionCare program. You can email this PDF or print it and post it around your office.
- [ConditionCare: Heart Failure](#)

Sign up for a Lifestyle Improvement Program℠
Lifestyle Improvement Programs are self-paced and help your employees make some positive changes, such as losing weight, exercising and quitting smoking. By making these changes, employees can have a healthier heart and a longer life.

Here’s how they can sign up:
1. Log in to [anthem.com/ca](http://anthem.com/ca).
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. On the left-hand side of the page, click on “Wellness Tool Kit.”
6. Under “Lifestyle Improvement,” select a Lifestyle Improvement program to get started.
Month 3:  
Ready to make some changes?

Dear <INSERT COMPANY NAME> Employee,

As you’ve been learning more about heart disease, perhaps you’ve been thinking about making some changes in your life.

Would you like some help to get started? If so, you should check out Anthem’s Lifestyle Improvement Programs.SM

These online programs allow you to go at your own pace and make positive changes, such as exercising, losing weight and quitting smoking. By making these changes, you can have a healthier heart and a longer life.

Here’s how you sign up:

1. Log in to anthem.com/ca.
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. On the left-hand side of the page, click on “Wellness Tool Kit.”
6. Under “Lifestyle Improvement,” select a Lifestyle Improvement program to get started.

What is high cholesterol and what do the numbers mean?
Let’s take a moment to learn about high cholesterol, how it affects your heart and what the different numbers mean.

Check out the article “High cholesterol overview” to understand the different kinds of cholesterol and what to keep an eye on when it comes to the numbers.
Need more help?
If you’re struggling with heart disease, Anthem can give you some extra help. It’s called ConditionCare and it’s a special program for Anthem members with heart disease.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.
Month 4
Let’s keep it simple
Email or letter for employees (next page)
This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article
This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- Women and heart disease

Multimedia content
Your employees can watch a video about “Heart disease facts: what every woman should know.”

- Heart disease facts: what every woman should know (link to video)
- Heart disease facts: what every woman should know (downloadable file)

ConditionCare: heart disease
This flier invites your employees to join the ConditionCare program. You can email this PDF or print it and post it around your office.

- ConditionCare: Heart Failure

Online resources
Encourage your employees to visit anthem.com/ca and load up on great resources for those who are concerned about heart disease.

1. Log in to anthem.com/ca.
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. Read the articles under “Prevention.”
Month 4:
Let’s keep it simple

Dear <INSERT COMPANY NAME> Employee,

By now, you’ve probably figured out that it’s best to keep things simple when it comes to heart disease. Making a few small steps can add up to big rewards like a healthier heart and a more active lifestyle.

Perhaps you or your spouse are dealing with heart disease. If so, check out “The heart truth for women” newsletter to learn more about this condition and how to manage it.

You can also watch a video about “Heart disease facts: what every woman should know:”
- Heart disease facts: what every woman should know (link to video)
- Heart disease facts: what every woman should know (downloadable file)

You can find out more about heart disease at anthem.com/ca
To get more information, just follow these steps:
1. Log in at anthem.com/ca.
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. Next, read the articles under “Prevention.”
Need more help?
If you’re struggling with heart disease, Anthem can give you some extra help. It’s called ConditionCare and it’s a special program for Anthem members with heart disease.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.
Month 5
Keeping a handle on heart disease
Email or letter for employees (next page)
This introduces the campaign to your employees and explains the materials and activities for
the month. Send this communication to your employees on the first day of the month. Send it in
an email or a letter, or whatever format works best for you.

Educational article
This helpful article can be sent by email or hard copy to your employees. It’s good for
newsletters too:
  - High blood pressure overview

Multimedia content
Employees can also watch a video called “Say aloha to heart disease” and learn about steps
they can take to manage heart disease.
  - Say aloha to heart disease (link to video)
  - Say aloha to heart disease (downloadable file)

ConditionCare: heart disease
This poster invites your employees to join the ConditionCare program. You can email this PDF
or print it and post it around your office.
  - ConditionCare: Heart failure

Online resources
Encourage your employees to visit anthem.com/ca and load up on great resources for those
who are concerned about heart disease.

1. Log in to anthem.com/ca.
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. Read articles under “Complications.”
Month 5:
Keeping a handle on heart disease

Dear <INSERT COMPANY NAME> Employee,

Taking care of small problems before they become big ones can make a huge difference in your life.

With heart disease, that’s especially true. For example, you probably know that high blood pressure can lead to a heart attack. However, it’s called the “silent killer” because high blood pressure doesn’t usually have symptoms a person would notice.

To learn more about high blood pressure, read the article “High blood pressure overview.”

You can also watch a video called “Say aloha to heart disease” and learn about steps you can take to manage heart disease.

- Say aloha to heart disease (link to video)
- Say aloha to heart disease (downloadable file)

You can find out more about heart disease at anthem.com/ca

To get more information, just follow these steps:

1. Log in at anthem.com/ca.
2. If you’re not registered to use the site, follow the instructions to register.
3. Click on “Health & Wellness.”
4. Under “Health Topics,” click on “Coronary Artery Disease (CAD).”
5. Next, read the articles under “Complications” that interest you.
Need more help?
If you’re struggling with heart disease, Anthem can give you some extra help. It’s called ConditionCare and it’s a special program for Anthem members with heart disease.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.
Month 6
We’ve only just begun
Resources for month 6

Email or letter for employees (next page)
This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article
This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- Diet and stroke risk

Poster
Print this poster and place it around your company's building:

- Stroke can affect anyone

ConditionCare: heart disease
This flier invites your employees to join the ConditionCare program. You can email this PDF or print it and post it around your office.

- ConditionCare: frequently asked questions

Special activity (next page)
Test your employees' knowledge of heart disease and consider offering a prize for the person who answers all of the questions correctly first.
Month 6:  
We've only just begun

Dear <INSERT COMPANY NAME> Employee,

Can you believe that six months have already passed since we started the “Road to good health” heart disease awareness program? We hope that you’ve learned some important information about heart disease and made some small steps to health.

We want you to continue on your road to health. This is just a start. We’ve also included an article about “Diet and stroke risk” to help you see the connection between your diet and health.

As a refresher, try your hand at this quick quiz.
[OPTIONAL COPY] If you are the first person to answer all of the questions correctly, you’ll win a prize.

**Heart disease quiz**  
(Note: Questions are based on articles; however, different questions can be used. Answers are: a, d, d, a and c.)

1. **What is the most common type of heart disease?**  
   a. Coronary heart disease (CAD)  
   b. Congestive heart failure  
   c. Congenital heart disease  
   d. None of the above

2. **What is a common symptom of a heart attack?**  
   a. Chest pain  
   b. Pain in your arms, neck back or jaw  
   c. Shortness of breath  
   d. All of the above

3. **What causes high blood pressure?**  
   a. Being overweight  
   b. Drinking too much alcohol  
   c. Eating too much salt  
   d. All of the above
4. Which of the following is considered an undesirable cholesterol level?
   a. HDL “healthy cholesterol” less than 40
   b. Triglycerides above 150
   c. Total cholesterol profile (LDL/HDL/triglycerides) over 200
   d. All of the above

5. What is the leading cause of death in the United States?
   a. Cancer
   b. Obesity
   c. Coronary artery disease
   d. None of the above

Need more help?
If you’re struggling with heart disease, Anthem can give you some extra help. It’s called ConditionCare and it’s a special program for Anthem members with heart disease.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.