
Franklin Community Health Network



HealthCard

- Healthcare Discounts
- Discounts at Area Businesses
- Health Information

For More Information Contact:

Franklin Community Health Network

111 Franklin Commons

Farmington, ME 04938

(207) 779-2750 HealthCard Business Program

(207) 779-2416 HealthCard Information

THE HEALTHCARD BUSINESS PROGRAM

The HealthCard Business Program serves to strengthen the local economy by giving members of our community an incentive to shop locally. As a rule of thumb, economists indicate that each dollar kept in a community generates four additional dollars to that community. In addition to encouraging local spending, the HealthCard Business Program provides free advertising and marketing exposure for your business. Currently, over 300 regional businesses are using the HealthCard Business Program to promote goods and services and increase awareness of their business to residents of Franklin, Androscoggin, Somerset, Kennebec, and Oxford counties.

Your business will receive the following benefits from the HealthCard Business Program:

1. Advertising in local and regional newspapers and radio.
2. Inclusion in *Hands On Health* Publication.
3. Inclusion in web site: www.fchn.org (HealthCard link).
4. Inclusion in direct mailings to 20,000 HealthCard member homes.
 - Nearly 35,000 residents of Franklin, Oxford, Androscoggin, Kennebec, and Somerset Counties have a HealthCard.
 - Over 300 area businesses are currently participating.
 - Exposure area includes 5 counties and 70 towns.
5. A HealthCard plaque and window decal to display your participation in the program.
6. A Franklin Community Health Network HealthCard.

Your Investment

To participate in the HealthCard Business Program an incentive must be developed for customers who present their HealthCard at your business. **The only cost to you** is the cost incurred by the incentive you provide for HealthCard presenters. The incentive could be a cost saving or discount on your goods or services, or an extra service not ordinarily provided. You can alter your HealthCard offering at any time, or discontinue participation at any time.

To Participate in the HealthCard Business Program

This program has provided substantial results to its participants. If you would like to join the HealthCard Business Program simply complete and mail the application enclosed with this packet. If you have any questions about the program, please contact the HealthCard Business Program Office at 207-779-2750.

To Receive a New or Replacement HealthCard

To obtain more information or receive a new or replacement HealthCard for you or your family members, please call 207-779-2416.

HEALTHCARD PROGRAM

The HealthCard is part of a community effort to improve the region's overall health and wellness. In addition, the HealthCard Programs strive to support the health of our local economy by encouraging local spending and promoting local businesses. Several existing programs are being expanded, and many new programs are being introduced to increase the HealthCard's benefits to members.

Franklin Community Health Network HealthCard programs all provide the value to HealthCard members in three ways. The HealthCard provides (1) health care savings, (2) savings at regional businesses, and (3) health information.

Here are descriptions of happenings designed to promote the use of the HealthCare in the community:

HealthCard Business Program

To provide community members with an incentive to shop locally, over 300 business have signed up to offer discounts on goods and services in conjunction with the HealthCard. Individual business owners choose an offering for cardholders based on the type of business, and the HealthCard provides those businesses with regional advertising exposure. All businesses in the service area are welcome to join this program, which has produced favorable results for the businesses involved. HealthCard Business Program members add additional benefits to the HealthCard for the community.

Promoting Community Health Awareness

The HealthCard is a means by which we can improve the health and wellness of the people in our communities. Important information can be provided to selected HealthCard members to inform them about potential health risks in the region, available health care and community programs or events that concern the overall health and wellness of the Franklin Community Health Network service area. HealthCard holders have received information about free breast and cervical cancer screenings, domestic violence, and health insurance for children.

Questions?

- ◆ For information on obtaining a HealthCard call **207-779-2416**.
- ◆ For information on the HealthCard Business Program call **207-779-2750**.

SUPPORTING THE HEALTH OF THE COMMUNITY

Potentially the most important aspect of the HealthCard program is the ability to communicate with HealthCard holders. We use the database of HealthCard members to provide important health information to selected members within our service area. We can select certain segments of the population who will be directly impacted by the news, programs, or information we send.

The HealthCard is dedicated to improving the health and well being in our community. The program actively seeks partners to address community health issues. The following are a sampling of mailings we have prepared and sent to HealthCard members.

Franklin County Children's Task Force Medicaid Mailing

Franklin Memorial Hospital teamed with the Franklin County Children's Task Force to issue a mailing that would identify and assist children in our community with state and federally funded health insurance. 1190 HealthCard holding children were identified as potentially being eligible for Medicaid health insurance. The mailing was sent to the children's parent or guardian and outlined income guidelines for eligibility, and a number to call for assistance in applying. As a result of this HealthCard mailing, over 50 children in our community who previously did not have health insurance were enrolled in the Medicaid program.

Healthy Community Coalition Anti-Violence Campaign

The Healthy Community Coalition, an affiliate of the Franklin Community Health Network, has started a yearlong campaign against domestic violence in our community. Over the course of a year, several events including news conferences, public demonstrations, workshops, and educational seminars were scheduled in an effort to address this issue in our communities. One aspect of the campaign was to use the HealthCard database to communicate with the men and women in the region. In two separate mailings, over 12,000 men and 12,000 women received information in the mail about domestic violence and its negative impact on health, family, and relationships. Every man and woman over the age of 18 contained in the HealthCard database received information.

Men in the area received a letter outlining what domestic violence is, what impact domestic violence has on families and significant others, and lastly, the letter asked the men to sign a pledge committing themselves against acts of domestic violence. As part of the same campaign, women in the community received mail informing them of domestic violence. The mailing contained information about support resources for women in violent relationships, how to avoid violent situations, and how to get help for an abusive situation.

Using the HealthCard database in conjunction with the Healthy Community Coalition to address important community issues, such as domestic violence, impacts the awareness and education of people within the region. Addressing tough issues like domestic violence strengthens family and neighborly bonds.

Maine Breast and Cervical Health Program

The HealthCard database has been used to address important women's health issues. The Maine Breast and Cervical Health Program is a statewide program that offers free breast and cervical screenings to women in various age and income guidelines. Women between the ages of 50 and 65 were sent facts and statistics about breast and cervical cancer along with information about where they could obtain free screenings. As a result, enrollment in the region grew over 15% and the local program received recognition for its extraordinary recruitment.

Sports Physical

One spring, the database was used in conjunction with the local schools. All 12-18 year old men and women in the database were identified and information was sent to their homes about the need for school-required physicals. By providing awareness of the school's requirement, the HealthCard is benefiting card members.

The use of the HealthCard database has had a tremendous impact on our community by sending appropriate mailings to those who need the information. We will continue to do this to benefit our community health, and provide members of our community with information that is beneficial to their own health and well being, and that of their families as well. Franklin Community Health Network's HealthCard database contains over 35,000 residents of our service area. We are continually adding new card members, updating addresses, and eliminating outdated addresses. This database gives us a representative picture of the community we serve. Additionally, by knowing the population we serve, we can create programs based on the needs to the community. The mail that the HealthCard program has issued has positively impacted the lives of individuals and families in the Franklin Community Health Network's service area and beyond.

HEALTHCARD BUSINESS PROGRAM REGISTRATION FORM

Thank you for your support! If you are registering by mail, please fill out all of the information requested below. If you have registered by phone, you do not need to complete this information. A confirmation letter will be sent to you.

Contact: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: Maine Zip: _____

Business Location if Different from Address: _____

Business Phone: _____ Other Phone: _____

E-mail: _____ Website: _____

Discount Offering: _____

Note: A letter will be sent confirming your HealthCard discount.

Signature

Date

Please return to:

HealthCard Business Program
Franklin Community Health Network
111 Franklin Commons
Farmington, ME 04938
207-779-2750