



**Minnesota Health Action Group
Member Meeting: Empowering Employees to be Health Care Consumers
April 27, 2017**

Tools and Resources

- **Choosing Wisely:** The Action Group is a long-time Consumer Reports consumer communication partner, using and promoting the diverse, patient-friendly, and *free* resources available to employers such as videos, social media campaigns, co-branded microsites, and co-branded collateral. There's even a custom 12-month employee communication campaign created by The Action Group for Minnesota Employers. (choosingwisely.org, or consumerhealthchoices.org/Minnesota/#choosing)
- **MN Community Measurement:** Through the free MNHealthScores site, consumers can find, compare and share information on clinic and hospital quality, patient experiences, and cost. (mnhealthscores.org)
- **NAMI Minnesota (National Alliance on Mental Illness):** Serious mental illness reportedly costs America \$193.2 billion annually. It takes an economic toll on corporate earnings and impacts employee health, well-being and productivity. NAMI Minnesota offers more than 500 free classes and presentations and over 70 support groups each year. (namihelps.org)
- **National Alliance of Healthcare Purchaser Coalitions:** As a long-time member of The Alliance, The Action Group makes the organization's Action Briefs on a variety of health care topics for employees available to all at no cost. (mnhealthactiongroup.org, key words: Action Briefs)
- **You! Your Own Best Medicine:** Sponsored by the Minnesota Alliance for Patient Safety (MAPS), this campaign empowers patients to actively manage their own health care. (ownbestmedicine.mn)
- **Virgin Pulse Tip Sheet: Personal Devices and Your Employee Experience:** These tips reveal how mobile devices, wearables, and virtual personal assistants can improve your employee experience and drive productivity. (Click [here](#) to download)

Recent Articles of Interest

- **Why employers should hyper-personalize health, wellness messaging:** "...Believe it or not, Millennials may not know what a copay is...hyper-personalize messages based on your demographics, and capture employees' attention through an array of communication channels." ([Employee Benefit News](#), April 2, 2017)
- **How health plans are empowering consumers:** "...Health plans large and small have placed a greater emphasis on empowering the consumer, giving them a variety of tools to control their coverage and care." ([AHIP](#), March 27, 2017)
- **Complex health plan options overwhelm employees:** "...Of more than 1,000 health care consumers surveyed, 63% said they do not know the benefits of an HSA." ([Employee Benefit Adviser](#), February 14, 2017)
- **Small slice of employees spend majority of health care funds:** "In a snapshot of the upside-down dilemma that drives the cost overruns of American health care, a new study reveals that about 15% of the U.S. employee population generate 80% of employer health care costs." ([Employee Benefit News](#), January 16, 2017)
- **Mental health support begins by recognizing the need:** "...At 61% of workplaces, depression is prevalent; anxiety, addiction also take a toll." ([HR Today](#), December 30, 2016)