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HWP 459: Senior Seminar

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Overview of Term Project

- Redesign of the Primary Care Project marketing materials
- Why this project? / What will it be used for?

Percentage of uninsured rises

The percentage of people in the USA and those under age 18 who weren't covered by health insurance, by year:

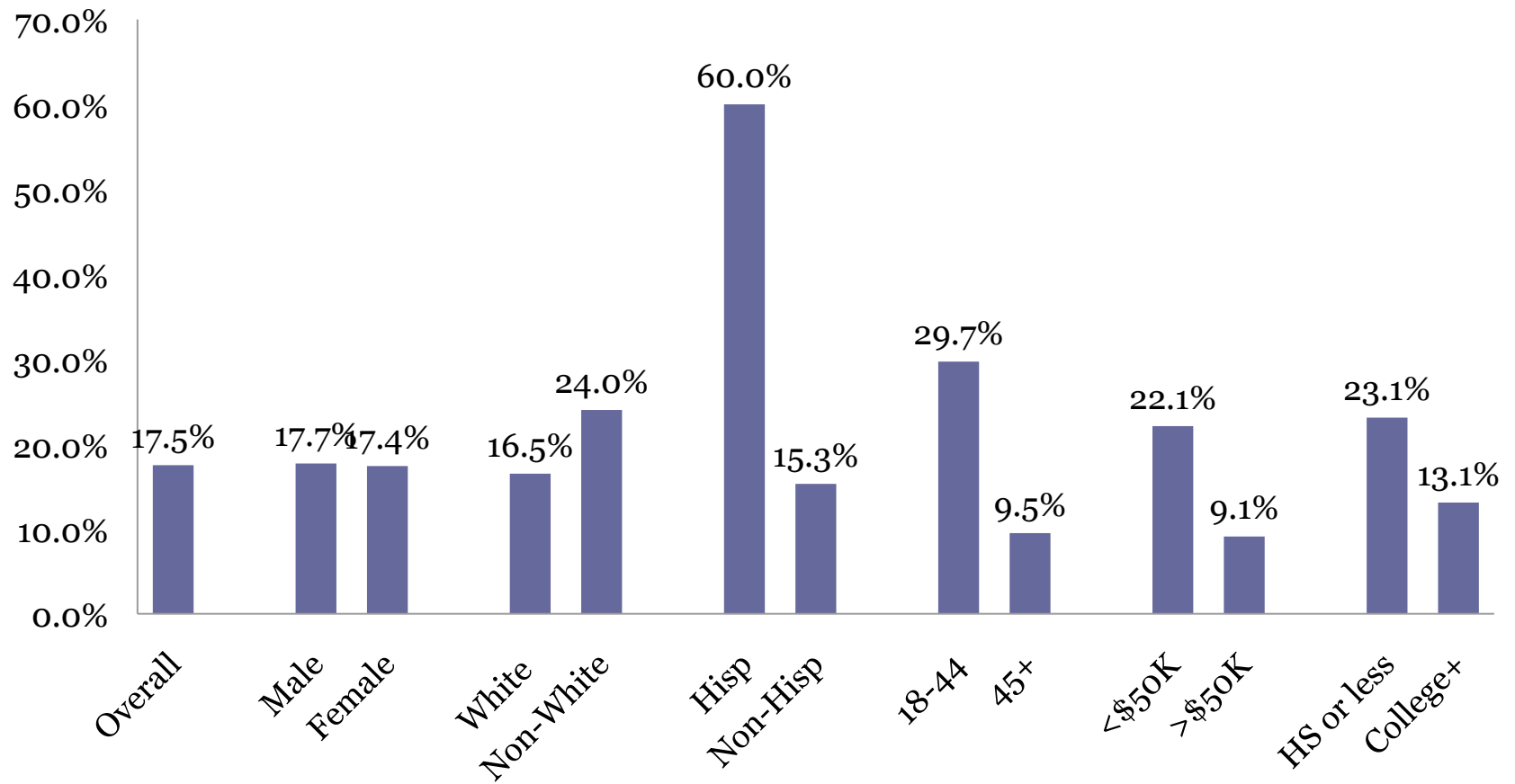
— Total population
— Under age 18



Source: U.S. Census Bureau

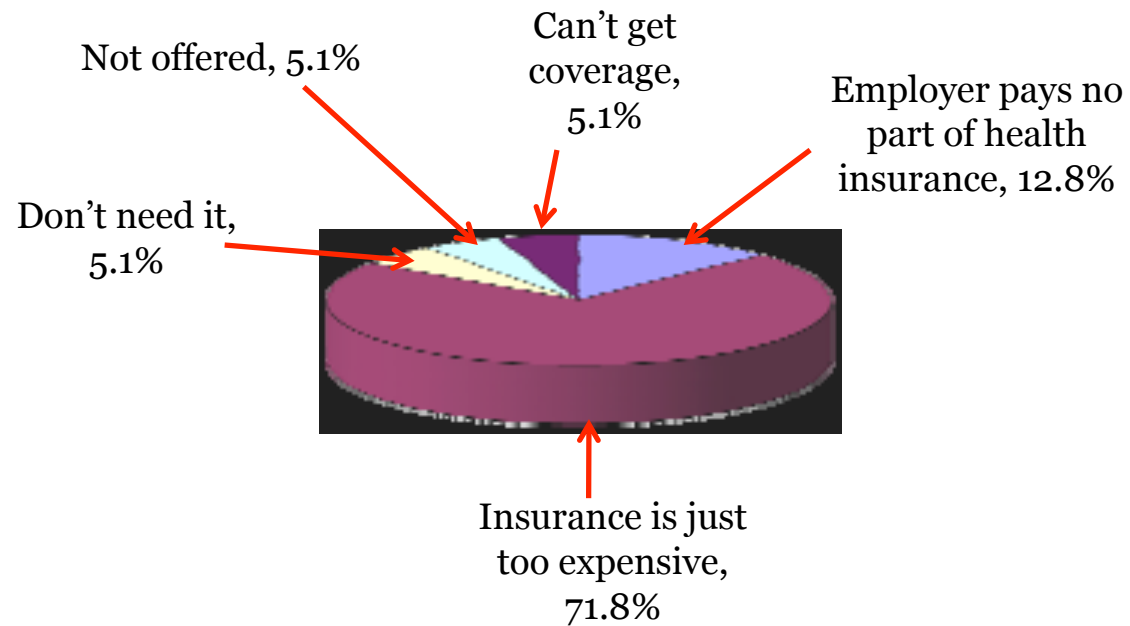
By Veronica Salazar, USA TODAY

Percent Uninsured



Source: Buncombe County Health Survey, 2010

Data - BCHA 2010



Health Care Affordability	Indicator	2010	2005
	No Health Insurance	17.5%	14.67%
	Main Reason don't have health insurance is too expensive	71.8%	49.11%

Three Streams Background Information



The Three Streams: Body, Mind & Soul

- Formed in 2001 as a two day per week volunteer clinic
- Patients are offered “sliding scale” fees based on their income
- Agrees to write off a certain percentage of an uninsured patient’s bill
- The most cost-effective medical care = primary care
 - Focuses on prevention and healthy behaviors

History of the Primary Care Project

- Partnership with several companies
- Low cost and free primary health care to employees
- Consists of three programs:
 - Employee Health Connection
 - Housecall
 - Urgent Care Services
- Testimonials from current users





THREE STREAMS FAMILY
HEALTH CENTER



Information Packet

Affordable primary health care for your employees.

A partnership with:



www.eblencharities.org

Project Outcomes:

Goals of this project

What information is
included in this
packet

Intended Results

Front Page of Redesigned
Marketing Packet

Next Steps/Reflections



- How to expand this program?
 - Word of mouth marketing
 - Leveraging relationships

- How will my project contribute to this expansion?
 - Part of the marketing materials that will be distributed to companies in the Asheville area

Questions???

Bibliography:

1. USA Today. (2010, September 9). *Number of uninsured Americans rises to 50.7million*. Retrieved from http://www.usatoday.com/news/nation/2010-09-17-uninsured17_ST_N.htm.
2. MacDonald, John A., “Future of employment-based **health benefits**: will employers reach a tipping point?” *EBRI Notes* . Feb 2008, 29 (2). 2-8. (7)
3. Buncombe County Department of Health, (2010). *2010 community health assessment report*. Retrieved from <http://www.buncombecounty.org/common/health/CHA/CHA2010.pdf>
4. Do employees recognize the value of the benefits you provide? (2011, March 31). *PRNewswire*, Retrieved from <http://www.prnewswire.com/news-releases/do-employees-recognize-the-value-of-the-benefits-you-provide-119014599.html>