Anna Bernhardt

HWP 459: Senior Seminar
Dr. Amy Lanou
April 13, 2011
Overview of Term Project

- Redesign of the Primary Care Project marketing materials

- Why this project? / What will it be used for?
Percent Uninsured

Source: Buncombe County Health Survey, 2010
## Data - BCHA 2010

<table>
<thead>
<tr>
<th>Health Care Affordability</th>
<th>Indicator</th>
<th>2010</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No Health Insurance</td>
<td>17.5%</td>
<td>14.67%</td>
</tr>
<tr>
<td></td>
<td>Main Reason don’t have health insurance is too expensive</td>
<td>71.8%</td>
<td>49.11%</td>
</tr>
</tbody>
</table>
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

THE PrimaryCARE PROJECT

Information Packet

Affordable primary health care for your employees.

A partnership with:

EBLEN Charities

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
Bibliography:


