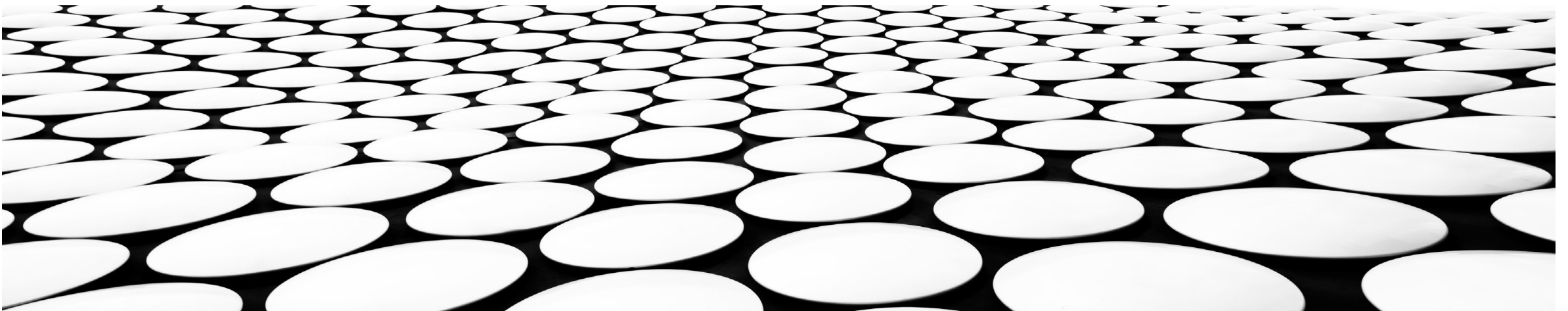


VBA BENEFITS CORPORATION 2023 WELLBEING ENGAGEMENT CAMPAIGN OVERVIEW

MARCH 28, 2023



PROGRAM SUMMARY

In partnership with Anthem wellbeing and EAP consultants

Based on our highest cost drivers / highest prevalence in population

Mental Wellbeing

- 16% of members with chronic BH claims. 58% subscribers; 30% dependents; 12% spouses
- Anxiety & Mood Disorders are top two diagnoses

Cancer

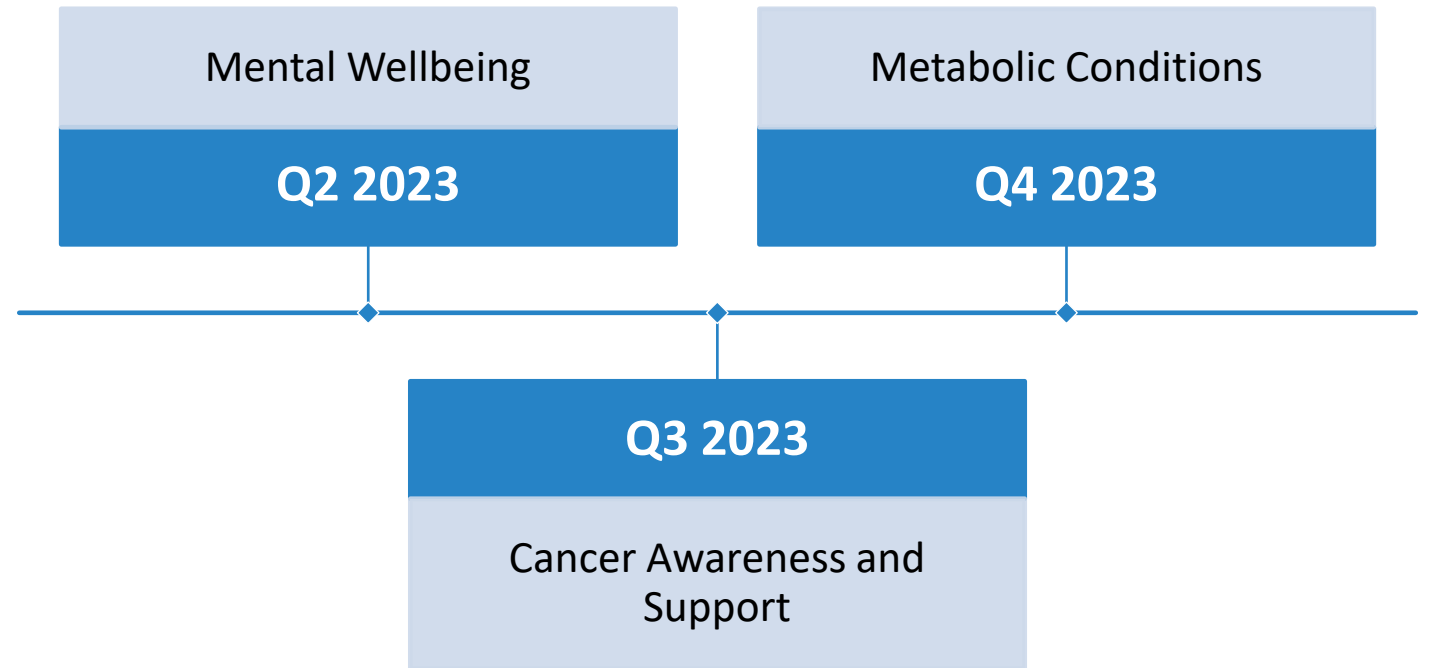
- 6% of members have a cancer claim. Most prevalent: blood, skin and breast cancer
- 6 of top 10 High-cost claimants are cancer-related

Metabolic Conditions

- 10% of members have hypertension
- 6% have lipoprotein disorders
- 5% have chronic diabetes; 89% are Type 2 diabetes

Quarterly Campaigns with turnkey communication materials each month

QUARTERLY CAMPAIGNS



Q2 CAMPAIGN: MENTAL WELLBEING

April 2023

Email launch letter to employees

Week of 4/3

Email Program Promotion of EAP

Week of 4/10

Email Recognizing Depression Flyer and Podcast
Promo

Week of 4/17

Manager/Supervisor overview of EAP: April 18th at
10:00am. *Link will be provided by VBABC*

Q2 CAMPAIGN: MENTAL WELLBEING

May 2023; Mental Health
Awareness Month

EAP Webinar or Recording – Date & topic TBD.

Email Program Promotion LHO Behavioral Health Programs
Week of 5/1

- LHO Psychology
- LHO EAP
- Talk Space

Email Mental Health Newsletter focusing on understanding
and identifying mental health issues

Week of 5/15

Email Mental Health Support Flyers

Week of 5/29

Q2 CAMPAIGN: MENTAL WELLBEING

June 2023



Email Boosting Resiliency Flyer and podcast promo

Week of 6/5



Learn to Live Employee Demo: June 6th at 1:00pm. *Link will be provided by VBABC*



Email Learn to Live Flyer and Video

Week of 6/12



EAP webinar – Resiliency

Date TBD

**VBA BENEFITS
CORP. RESOURCE
PAGE**

- [2023 Wellbeing & Engagement Website](#)

QUESTIONS

- Open Discussion