

# Live Healthy. Live Smart.

## Income Goal: Help Families Achieve Self-Sufficiency

- Medical costs and bankruptcies – 62% of people surveyed said high medical costs contributed to their bankruptcy.<sup>1</sup>
- Poorly controlled diseases – 79 million people without enough coverage are at risk financially and physically from untreated medical conditions.<sup>2</sup>
- Employment does not equal insurance – 71% of uninsured Americans have at least one full-time working adult in their family.<sup>3</sup>

## Education Goal: Improve High School Graduation Rates

- Reduce dropouts – 22% of youth who drop out do so to care for sick family members.<sup>4</sup>
- Prevent school absence – Over 7 million kids are not covered by CHIP, and miss school because their family can't afford to treat them.<sup>5</sup>

## Health Goal: Affordable Medication for Everyone

- Prescription savings – Nationally, over 8.2 million people have been helped by saving them \$830 million on their prescription medication through March 2015.
- Generated savings on other healthcare services – Savings on prescription medication also leads to money saved on services like emergency room visits and hospitalizations.
- Prevent hospital readmissions – 11% of hospital readmissions are due to non-adherence – people not taking their prescriptions. This leads to extra healthcare costs estimated at \$100 billion.<sup>6</sup>
- Encourage medication adherence – 57% of people polled reported taking potentially dangerous steps to curb their medication costs, including not filling a prescription, skipping doses, or taking expired medication.<sup>7</sup>

Sources: 1. The American Journal of Medicine, 2. The Commonwealth Fund, 3. The Henry J. Kaiser Family Foundation, 4. Civic Enterprises, LLC, 5. The Henry J. Kaiser Family Foundation, 6. The New England Medical Journal, 7. Consumer Reports



# Best Practices for United Way

## Resource Development

- Take FamilyWize cards to campaign presentations to demonstrate how the United Way not only raises money to help others, but also provides assistance to employees who may not have adequate coverage.
- Share the Employee Engagement materials as an entrée for business development.
- Conduct Lunch & Learn sessions about the importance of medication adherence.

## HR Administration

- Include for employees who are new, underinsured, or in the gap period.
- Offer as a resource for family and friends.

## Community Impact

- Deliver to:
  1. Partner agencies
  2. Other community partners
  3. Faith-based communities
- Bring FamilyWize fact sheets and cards to community events:
  1. Health fairs
  2. VITA
  3. EITC
  4. Counties, municipalities
- Use as part of rapid response after layoff or company closure.
- Make available to government offices, clinics, libraries, hospitals, etc.

## 211

- Include FamilyWize in your 211 database.
- Add to “Help for Hard Times” Resources.

## Volunteer Opportunities

- Invite volunteers to participate in one or several aspects of this initiative to have the opportunity to:
  1. Organize FamilyWize materials
  2. Assist with mailings to distribute
  3. Deliver materials

## FamilyWize Marketing Provides:

- News releases honoring the work of United Way.
- Health blurbs for social media like Facebook and Twitter.

