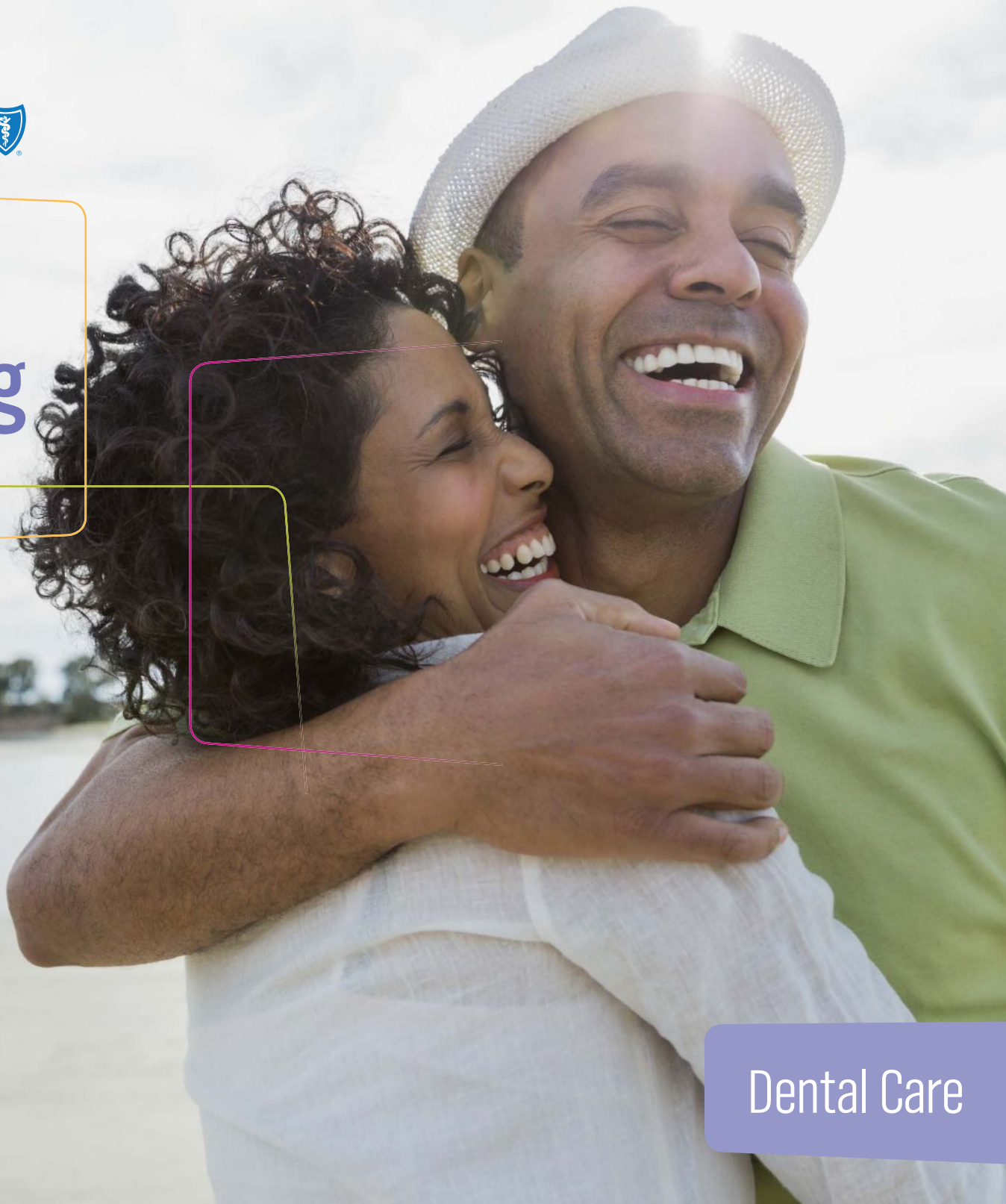




The road to **well-being**



Dental Care

Dear Employer,

You know that a healthy workforce is a happier, more productive one. That's why you take the time and make the effort to reinforce healthy habits in your employees. We're here to make your job easier.

You may be surprised to learn how important dental health is to overall health.

Did you know that 90% of all diseases produce signs and symptoms in the mouth?¹ A sore or painful jaw may indicate an impending heart attack or heart disease. Oral infections and gum disease may suggest diabetes. And cold sores or facial pain might be a sign of stress.

We are sending you this dental health awareness campaign kit. Within this kit, you'll find a four-month communication plan that includes:

- Emails to educate your employees about dental health
- Articles about preventing dental problems or managing them
- Information on special services

Use the tools provided in this kit to launch an informative, interactive campaign to help change behavior in your employees. Here's what we've provided for each month:

Month 1 —

Touch 1: Let your employees know about this campaign. Send the introductory email explaining the material and activities for the next four months.

Touch 2: Hang the educational poster in your office.

Month 2 — Send the second email all about dental sealants.

Month 3 — Send the third email discussing healthy gums.

Month 4 — Send the final email with news about cavities and fluoride.

We hope this kit will be a useful roadmap to help you lead your employees toward well-being.

¹Academy of General Dentistry website, *Know Your Teeth: Warning Signs in the Mouth Can Save Lives* (October 2008).

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Month 1: Dental care basics

Kick off an educational and engaging dental care program for your employees with these easy-to-use tools and resources:

An email for employees

This introduces the campaign to your employees and gets them engaged with the program. Each [email](#) has links that are based on the theme of the month. For example, in the first email, the links focus on dental care basics and preventive care. They feature:

- [A challenge to see if your employees are brushing their teeth properly](#)
- [An article explaining when employees should go to the dentist](#)
- [A two-minute animated video that makes brushing fun for children](#)

Send this communication to your employees on the first day of the month to introduce the program.

A poster for your office

This [poster](#) will educate employees about how important dental health is for overall health. Just print and post it wherever your employees gather.

24/7 NurseLine

Anthem Blue Cross and Blue Shield (Anthem) health plan members can call the toll-free number on the back of their ID card anytime and talk to a registered nurse.

The Dental Resource Center

All employees can visit [anthem.com/dentalhealth](https://www.anthem.com/dentalhealth) and get helpful advice anytime.

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At Anthem, we know how busy you are — and how many hats you wear. So we designed this dental health program to be easy to use.

Take a look at all your resources below, starting with an email to employees with links to three educational pages about brushing teeth properly, going to the dentist, and making brushing fun for children. There's also a link to the poster for your office, as well as another link to the Dental Resource Center with advice for all your employees.

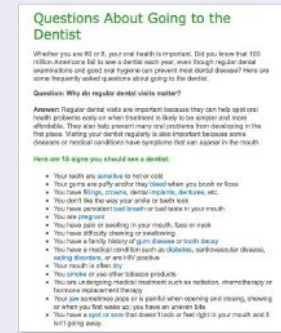
[Click to download](#)



- ▲ The first email focuses on dental care basics.



- ▲ A tutorial for employees about brushing their teeth properly.



- ▲ 15 signs employees should go to the dentist.

[Click to download](#)



- ▲ A two-minute animated video that makes brushing fun for kids.



- ▲ This poster educates employees about the importance of dental health.



- ▲ The Dental Resource Center gives helpful advice to everyone.

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Month 2: Sealants: Do they really work?

Keep the momentum going for your dental care program with the tools below:

An email for employees

This [email](#) has three links that are based on the theme of the month. The links include:

- [A one-minute video featuring a doctor talking about sealants](#)
- [A short article that explains how sealants work](#)
- [A MouthHealthy quiz on sealants where employees can learn more](#)

Send this communication to your employees on the first day of the month.

A flyer for your employees

This fact-or-fiction [flyer](#) reinforces what your employees learned last month — and makes it fun. You can email to employees or print and send.

24/7 NurseLine

Anthem health care members can call the toll-free number on the back of their ID card anytime. They'll talk to a registered nurse.

The Dental Resource Center

All employees can visit [anthem.com/dentalhealth](https://www.anthem.com/dentalhealth) and get helpful advice.

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It's Month 2 of your educational dental program. We hope the posters are still up. And more employees are going for dental checkups.

This month, we have an email with three links to a video, an article and a quiz on the theme of sealants. We added a fact-or-fiction flyer to your list of resources. And, of course, there's a link to the Dental Resource Center.

[Click to download](#)



- ▲ The second email focuses on dental sealants.



- ▲ A one-minute video featuring a dentist talking about sealants.



- ▲ An illustrated article describing sealants and their benefits.

[Click to download](#)



- ▲ An engaging quiz on sealants where employees can learn more.



- ▲ A fact-or-fiction flyer that reinforces what employees learned in Month 1.



- ▲ The Dental Resource Center gives helpful advice anytime.

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- Fluoride: Tools and extra resources



Month 3: Why healthy gums matter

Everybody smile. This month we concentrate on gum health. See the resources below.

An email for employees

This [email](#) has four links that are based on the theme of the month. The links include:

- [A one-minute video about healthy gums](#)
- [An engaging slideshow about the myths of gum disease](#)
- [A healthy gums and pregnancy slideshow](#)
- [A video and “Manage Your ABCs” tips for those with diabetes](#)

Send this communication to your employees on the first day of the month.

24/7 NurseLine

Anthem health care members can call the toll-free number on the back of their ID card anytime. They'll talk to a registered nurse.

The Dental Resource Center

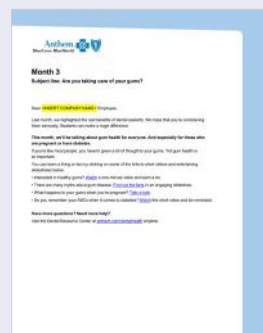
All employees can visit [anthem.com/dentalhealth](https://www.anthem.com/dentalhealth) and get helpful advice.

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Gum health affects everyone, but especially those who are pregnant or have diabetes.

Our email this month is extra-rich with four links: a video and a slideshow on healthy gums, a slideshow on pregnancy, and a video on diabetes. And we never leave out a link to the Dental Resource Center.

[Click to download](#)



- ▲ The third email focuses on gum health.



- ▲ A healthy gums and pregnancy slideshow.



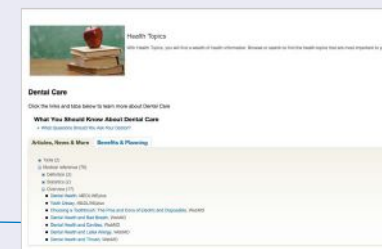
- ▲ A one-minute video about healthy gums.



- ▲ A video and "Manage Your ABCs" tips for those with diabetes.



- ▲ An engaging slideshow about the myths of gum disease.



- ▲ The Dental Resource Center gives helpful advice to everyone, anytime.

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Month 4: Cavities and fluoride

Wrap up the dental education program with good news about fighting tooth decay. Here are your links and resources:

An email for employees

This [email](#) has three links based on this month's story: fluoride can help prevent, and even reverse, early tooth decay.

- [An illustrated article about tooth decay](#)
- [A one-minute video about fluoride](#)
- [A fact-or-fiction fluoride quiz](#)

Don't forget to send this communication to your employees on the first day of the month.

The Dental Resource Center

All employees can visit [anthem.com/dentalhealth](https://www.anthem.com/dentalhealth) and get helpful advice.

Special offers for Anthem health plan members

Your health plan includes over 50 discounts on products and services that help promote better health and well-being. You'll find the link to the flyer [here](#).

An extra service for Anthem dental plan members

Whether on vacation or working abroad, Anthem dental plan members are covered by international emergency dental care. You can download the flyer [here](#).

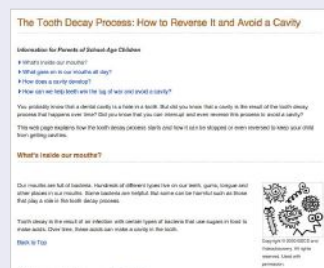
This month, you'll have a great ending for the dental education program.

The latest research shows that fluoride can help prevent, and even reverse, early tooth decay. The email carries this story, and has links about tooth decay and about fluoride. Plus, there are two special links: one with health care offers, another about international dental care.

[Click to download](#)



- ▲ The fourth email focuses on fluoride and tooth decay.



- ▲ An illustrated article about tooth decay.



- ▲ A one-minute video about fluoride.

[Click to download](#)



- ▲ Over 50 discounts on products and services that help promote better health.

[Click to download](#)



- ▲ International emergency dental care.

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