



# Your guide to promoting the Lark DPP

Use the following tips and tools  
to engage your employees in  
digital diabetes prevention

Roughly 88 million Americans are living with prediabetes but 84% aren't aware they have it.<sup>1</sup> If you have employees living with prediabetes, they are at an increased risk of developing type 2 diabetes, heart disease, and stroke. Anthem has partnered with Lark to offer a diabetes prevention program (DPP) that helps improve the health of those living with prediabetes by encouraging small lifestyle changes.

With the help of this program, members lose weight, lower their risk for type 2 diabetes, and live healthy while saving your company money. Since the program is available through your employees' health plan at no extra cost to them, it also helps increase overall benefits satisfaction.

### The benefits of Lark for you and your employees

- ▶ Employers experience **38% or more in cost savings** when compared to in-person DPPs, with similar results.<sup>2</sup>
- ▶ Lark members **lose an average of 4.2% of their body weight in 12 months<sup>3</sup>** with the help of 24/7 access to personalized coaching.
- ▶ A 5% weight loss helps **lower the risk for type 2 diabetes by at least 58%.<sup>4</sup>**
- ▶ Lark members gave the digital program a **user satisfaction score of 8.1 out of 10.<sup>5</sup>**

### This toolkit includes:

Use this toolkit to help promote the Lark DPP to your employees. The tips and materials provided will help drive engagement in the program and, as a result, empower your employees to take control of their health.



<sup>1</sup> Centers for Disease Control and Prevention website: *Prediabetes - Your Chance to Prevent Type 2 Diabetes* (accessed October 2020): cdc.gov.

<sup>2</sup> Lark internal data, applies to self-insured employers only.

<sup>3</sup> Lark internal data, 2020.

<sup>4</sup> Centers for Disease Control and Prevention website: *Prediabetes - Your Chance to Prevent Type 2 Diabetes* (accessed October 2020): cdc.gov.

<sup>5</sup> Lark internal data, 2020.



## ▶ Tips for promoting a healthy lifestyle with Lark's DPP

Personalized digital coaching helps members establish and continue healthy habits, making a difference to their overall health and well-being for years to come. As you promote this behavior-change program to your employees, keep the following tips in mind.

- ▶ Set and track internal goals for program awareness, enrollment, and engagement.
- ▶ Combine repetition of outreach with engaging content to start a conversation. We review both topics in the next two sections.
- ▶ Offer rewards and incentives. Tangible rewards such as experiences typically work best. If your employees have access to My Health Rewards with Sydney Health, use the platform to help boost engagement.
- ▶ Share success stories from employees who participate in the program to give others a more personal connection.
- ▶ Attain executive buy-in and find internal program champions to further demonstrate the company's commitment to health and wellness.
- ▶ Anchor program promotions around significant dates such as New Year's, or the start of a new health plan when employees may be more focused on improving their health.

## ▶ Sample timeline for self-promotion

Use the timeline below as an example of best practices to consider as you plan your promotional campaign. Sit down with your team and discuss what parts of this template may work for you and where you may want to modify these suggestions to fit your situation.

### Pre-promotion

- Add program information to new-hire welcome and open enrollment materials.
- Attain executive buy-in and identify internal champions.
- Develop a realistic promotional cadence.
- Determine what, if any, incentives you plan to use during promotion.
- Create a dedicated support email address for employees to contact with questions.

### First 30 days of promotion

#### Week 1

- If applicable, place program posters in areas such as break rooms, restrooms, and elevators.
- Post program information such as flyers and the FAQ to a program hub on your corporate intranet.
- Send first promotional email to employees.

#### Week 2

- Promote program on your corporate intranet or in the corporate newsletter.

#### Week 3

- Send second promotional email to employees.\*

#### Week 4

- Send third promotional email to employees.\*

**Tip:** Send emails late in the evening, after work hours, or on the weekends, and vary the send times for each one.

### Ongoing promotion

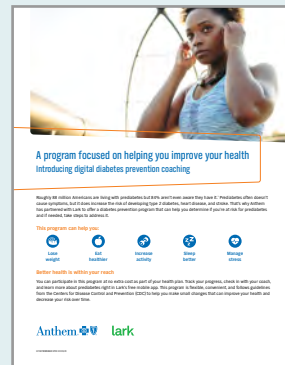
- Seek out and share positive program feedback and success stories.
- Evaluate the effectiveness of employee challenges and incentives to increase engagement.
- Repeat your promotional cadence as needed, but be considerate of message fatigue.

**Tip:** We recommend bundling promotions into 3 to 4 week periods and then taking a break before starting again.

\* If you choose to send a second and third promotional email, you can modify the template provided in the next section of this toolkit or create your own email communication. Including current company topics or events may increase the relevance for your employees.

# ▶ Promotional materials

We have included the following materials for you to use during your promotional campaigns.



Download

## Overview flyer

This flyer offers an overview of the Lark DPP and includes a QR code that links to the Prediabetes Risk Test allowing employees to determine their eligibility for the program. We recommend adding this flyer to your corporate intranet, attaching it to corporate newsletters, or including it in your open enrollment and associate benefit materials.



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## Poster

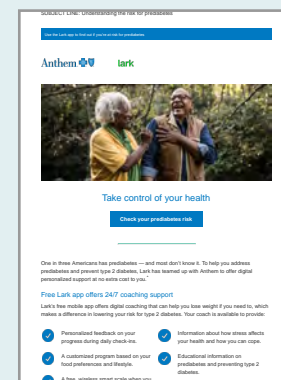
If you have employees in a physical workplace, consider displaying this poster in high-traffic areas to give employees a look at the benefits of the Lark DPP. This poster also includes a QR code linking employees to the Prediabetes Risk Test.



Download

## FAQ

This FAQ answers common questions employees may have about the Lark DPP. You may want to post it to your corporate intranet, attach it to promotional emails, or share it with your internal champions to aid them in promoting the program.



Download

## Overview email

This overview email can be sent as your initial promotional email. After that, feel free to edit the template for more customized communications later in your promotional campaign, if you choose. The email includes details on the Lark DPP and links directly to the Prediabetes Risk Test for employees to quickly determine their program eligibility and enroll.

## Working together for better health

We hope this toolkit serves as a valuable resource. This digital program is proven to help people make change that lasts, and Anthem is proud to partner with you as you encourage your employees to take control of their health. Please reach out to your account manager with questions or for additional information.

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