




Magellan Communication Best Practices Guide

Promoting your program is vital to educating, empowering and engaging your staff. The program gives your staff and their household members access to a wide range of free and confidential services, tools and resources to help them improve their wellbeing.

We provide a robust suite of communications to help you promote your program and encourage staff to call or visit their member website to access services. The following pages feature ideas and tactics to communicate with staff.



It takes at least seven “touches” before someone internalizes the information and acts.

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Overview of Materials

Standard materials available through Magellan

- Awareness campaigns
- Brochures
- Digital signage
- Email content (can be repurposed from awareness campaign materials, monthly engagement campaigns, brochures, digital signage, flyers, posters, tip sheets, etc.)
- Flyers (8.5x11)
- Monthly engagement campaign – newsletter, poster, digital sign, live webinar
- Posters (8.5x11)
- Tip sheets (8.5x11)
- Videos
- Virtual backgrounds
- Webinars – live and recorded

Non-standard/custom materials Magellan can develop, for an additional fee

Magellan can provide content and design files only, or can manage the entire project including designing, printing, mailing and sharing final files.

- Any standard materials with custom content, images or other modifications such as QR codes
- Business or wallet cards
- Magnets
- Oversized posters or foam boards
- Postcards or other items mailed to employee homes
- Trainings

Corporate/professional

Government, technology, law, financial, remote

Where to share communications	How to share communications
Benefits booklets/at open enrollment	Include information about the program, key features, how to get started
Benefits, health or wellness events	Offer promotional giveaway items, provide printed brochures, newsletters, posters, tip sheets, etc., display videos or digital signage on monitors, televisions or virtual benefit fair websites
Cafeterias or break rooms (tables, television screens, monitors)	Provide handouts of brochures, newsletters, posters, tip sheets, etc., display videos or digital signage on monitors
Bulletin or white boards	Hang or post posters or flyers
Computer screensavers and/or desktop backgrounds	Share virtual backgrounds or digital signage
Computer desktop notifications	Send messages to employees about specific benefits, enhancements, mental health awareness observances, etc.
Social media (managed by your company i.e., Workplace, Yammer, etc.)	Post messages and send notifications about specific benefits, enhancements, mental health awareness observances, monthly campaign materials, etc.
Emails	Use email content provided by Magellan for awareness campaigns and monthly engagement campaigns. Attach campaign materials such as newsletters, brochures, digital signage, flyers, posters, tip sheets, etc. and include a link to your program website and phone number
Employee badges	Add program contact information (program name, phone number, member website URL) to the badge
Employee intranet	Include a link to your program website and/or a brief overview of your program, post awareness campaign materials, monthly engagement campaigns, brochures, digital signage, flyers, posters, tip sheets, etc.
Employee and manager orientations	Educate employees and managers about your program and provide them with materials
Employee restrooms	Hang posters or flyers on back of stall doors
Employee surveys	Include a program overview and a link to the member website
Face-to-face meetings (all-employee, small teams or 1:1/individual)	Encourage leaders to educate staff about program services and resources, enhancements, how to get started, etc. Distribute program information such as newsletters, brochures, flyers, tip sheets, etc.
Healthcare navigation apps (Accolade, Castlight, etc.)	Include a program overview and a link to the member website Internal blog – use existing content from awareness campaign materials, monthly engagement campaigns, brochures, digital signage, flyers, posters, tip sheets, etc., with a link to the member website and phone number
Home mailings	Send a postcard, newsletter, brochure, etc.
Mobile app (managed by your company)	Send push notifications about specific benefits, enhancements, mental health awareness observances, etc.
New hire welcome packets	Include brochures or flyers
Payroll/paystubs	Include printed brochures, flyers or newsletters in envelopes or electronically with digital paystubs
Sandwich boards	Post brief messages about how to access program services
Trainings	Use the orientation to educate employees and leaders about program services and/or embed information about program services into trainings organized by your company
Videos	Have leadership record videos encouraging employees to use their program and/or share Magellan videos

Distribution/Manufacturing

Factory, production, warehouse

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On-site kiosks	Post messages on the kiosks about specific benefits, mental health awareness observances, monthly campaign materials, etc. Hang posters or flyers near kiosks
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Education

Teachers, professors, support staff, office jobs, counselors

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Field

Trades, technicians, laborers, sales, construction, drivers

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Shift

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