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Puget Sound Medical Company Helps Everett School District Employees Fight the Flu

Carena, Inc. implements “Keeping You Healthy” campaign for Everett School Employee Benefit Trust Members

(November 9, 2009) Seattle – In an effort to help teachers and other school district employees to stay healthy this flu season, Carena, Inc. has implemented a multi-channel campaign to complement its Carena Urgent Care house call service.

The campaign, called “Keeping You Healthy,” was developed specifically for Everett School Employee Benefit Trust (ESEBT) members to provide education and tools to help them avoid cold and flu germs this season, especially with the resurgence of H1N1 flu and the school staff’s close contact with children.

The multi-channel campaign includes on-site materials such as newsletters and break room table-tents, as well as giveaways of hand sanitizer, a simple germ-fighting tool to help school staff avoid catching a contagious illness such as H1N1 influenza.

The campaign complements the Carena Urgent Care service, a program that gives members access to board-certified physicians who can treat members’ urgent, but not life-threatening, medical concerns 24/7 in their homes. Plan members avoid non-emergent, costly trips to the emergency room (ER)—where they could also be exposed to more viruses—and receive the personalized education they need to be better health care consumers.

“The ‘Keeping You Healthy’ campaign helps our employees focus on prevention of contagious illnesses such as colds and flu during an already busy flu season,” said Randi Seaberg, Director of Human Resources for the Everett Public Schools. “By putting the focus on preventing the spread of viral illnesses and avoiding the emergency rooms for non-emergent concerns, we’re helping our employees save money and time—and feel their best.”

“Carena is pleased to be able to help the Everett teachers and district staff take care of themselves and prevent the spread of illness in schools,” said Peg Carver, Executive Vice President of Engagement for Carena. “We think this campaign is an effective way to help ESEBT members to take charge of their health and prevent the spread of diseases such as H1N1 in the Puget Sound area.”

Carena Urgent Care is a convenient, lower-cost care option for weekends or after-hours, when a primary care physician is not available and the ER is a member’s only option. By providing the right care at the right time, Carena helps to control cost and change members’ care-seeking behavior.

About Carena, Inc

Carena, Inc. engages consumers at a time of need with health care options and education to make the right care choices. The Seattle-based health care organization has reinvented the model for health care to help employers and plans reduce direct costs, improve health outcomes, and increase productivity. By delivering medical care and education wherever and whenever required, Carena meets the needs of both members and clients. For more information about Carena, visit the Web site at www.CarenaMD.com.