

Questions and Answers for Member Newsletter

1. What are you doing now? Do you currently mail out a newsletter?
A: We mail out an 8 page full color newsletter in English or Spanish twice a year to all member households. An online flipbook version is also available from our website.
2. What are Kern's goals with this program?
A: Our goal is to inform our members of their benefits, provide health education and share community resources.
3. Is Wellness/Population Health Improvement the focus or is the newsletter meant to increase awareness/utilization of Kern services?
A: The newsletter focuses on both wellness/population health and access to services and benefits.
4. What kind of data will be provided by Kern to run this program?
A: Member name, language and mailing address.
5. Can you explain what you mean by 100% localization?
A: We need the ability to customize all articles, translations, images, format and layout to fit the needs of our members.
6. Is it your intention to modify the library of articles?
A: Yes if the pre-existing library articles will not meet the needs of our members. We require all articles to be at or below a 6th grade reading level and have terminology preferences (i.e. Primary Care Provider vs Primary Medical Doctor).
7. Are you completely fixed on the 8 page format?
A: No, but we do not want to reduce the newsletter to less than 8 pages.
8. How many articles do you intend to include in each issue?
A: Total articles per newsletter will vary depending on the amount of information we need to include and the length of the article. We average about 17 articles per newsletter.
9. Are you open to consider a different type of program to accomplish your goals?
A: Yes.