



July, 2010

Welcome to the July issue of *PlusNotes for Employers*. Use it to make your Physicians Plus health plan work for you! This month's issue includes:

- Keep "Getting the Gist" this summer!
- Tools to Promote GO-TO Healthy Choices to your Employees

And please, invite your employees to [subscribe to PlusNotes for Members!](#) If you prefer not to receive future issues, simply click the link at the bottom of this newsletter to unsubscribe.

Keep "Getting the Gist" this summer!

Over the past few months, you may have noticed (and sung along with!) the Physicians Plus "Get the Gist" radio and TV ads. We had such a great response to the campaign — some local radio and TV stations took calls complimenting the spot and asking who the singer was — that we're keeping the momentum going with a couple fun summer ventures.

Our brand new [Get the Gist Facebook page](#) is now up and running! It includes the Get the Gist TV commercial; photos; behind-the-scenes info; links to music from the singer and star of the commercial, Josh Ostrander, and his band Eastern Conference Champions; and more. Check it out and become a friend of the Physicians Plus "Get the Gist" Facebook page today!

Plus, we're bringing Eastern Conference Champions to Madison for a special end-of-summer live show. Stay tuned for more details ... you get the gist!

Tools to Promote GO-TO Healthy Choices to your Employees

As you know, [GO-TO Healthy Choices](#) is the online personal health manager that puts your employees in control of their health. Physicians Plus wants to make it easy for you to promote GO-TO Healthy Choices to your employees! Use our [GO-TO Healthy Choices Employer Toolkit](#) to help encourage GO-TO Healthy Choices participation in your organization! The resources include ready-made newsletter and intranet articles, and text for e-mails that you can send directly to your staff. All documents are provided in a Microsoft Word format, so feel free to customize text to fit your specific goals.

Tell Us What You Think

Physicians Plus wants to know what you think! Send us your feedback, suggestions, and ideas for improvement. All submissions are reviewed, so please let us [know](#).