

Research Summaries on the Effectiveness of ACP's Senior Health Calendars as Evidence-Based Resources to Help Reinforce Key Health & Wellness Behaviors Among Older Adults

American Custom Publishing[®] (ACP) has published cost-effective, evidence-based senior health education calendars for more than 30 years. The company's award-winning calendar programs are purchased by thousands of organizations and used by millions of older adults to provide reminders of important health behaviors, and reinforce key senior health and wellness messages each day, every month, all year.

ACP's custom senior health education calendar programs are fully "CMS-Compliant," and *the only calendars of their kind that meet ALL CMS/Medicare guidelines for communications, sales/marketing, and Medicare health/wellness priorities.*

Here are a few of the research summaries that support the effectiveness of ACP's senior health calendar programs:

Louisiana Medicare Quality Improvement Organization — Survey research from sample of seniors with Medicare who received the calendar (634 survey responses):

1. **Did the calendar prompt you to receive any of the following:** Flu shot: 70% • Pneumonia shot: 56%
Mammogram: 49% • HbA1C test: 27% • Cholesterol check: 26% • Retinal eye exam: 28%
2. **Is the information in this calendar useful?** Yes: 86% • No: 14%
3. **Did you learn anything new from this calendar?** Yes: 80% • No: 20%

Member Survey from Large Medicare Health Plan Using ACP's Custom Calendar for Both Medicare Advantage & Dual-Eligible Members (More than 7,000 survey cards returned from members.)

Of the 7,000+ survey cards returned, there was an overall 91% positive response to receiving the calendar — members either learned information from the calendar and/or found it useful.

A sample of comments from members who returned the survey cards:

- *Please send the calendar every year. It is very handy.*
- *Great for keeping track of medicines.*
- *Helped me understand blood pressure better.*
- *Since I see my PCP for bloodwork, I really like the "chart" section (where) I can make notes.*
- *Love the health tips.*
- *This is the best and most informative/useful/helpful resource for tracking the entire year! ...Thanks for the gift!*

Large Medicare Advantage Plan — Survey of Members Who Received the Calendar (5,194 responses):

- Calendar targeted specific Star-Rating Measures; HEDIS, CAHPS, HOS
- Total of 24 Star Measures covered by the calendar and related booklet
- Member ratings on monthly calendar topics and daily health tips: 95% of members surveyed rated these good to excellent
- Sample of member responses:
 - *"Loved the calendar and tips and pictures."*
 - *"As I read through the calendar and health log, it reminded me to things to talk to my doctor about."*
 - *"...(calendar) very impressive. Thank you. Contains lots of tips and info."*

South Dakota Department of Social Services — survey data from Medicare beneficiaries who received the calendar:

- Q. Is the health information in the calendar useful? Yes: 99% • No: 1%
- Q. Do you think the calendar is an effective way to make important Medicare reference information available to beneficiaries and their families throughout the year? Yes: 100% • No: 0%

CMS Focus Groups of Medicare Beneficiaries Reviewing the Senior Health Calendar

(Focus group research was conducted by Seniors Research Group, Livonia, MI on behalf of CMS (then HCFA) on the value of educational and promotional items for use in Medicare outreach programs and activities.)

Research Summary (multiple focus groups):

"As far as giveaways are concerned, you've hit a home run with the Senior Health Calendar...after seeing the calendar, beneficiaries said they would keep it and throw out or give away the others."

Copies of the research data included in this summary memo are available upon request, along with additional calendar effectiveness studies. Please contact:

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