

Research Summaries on the Effectiveness of ACP's Senior Health Wall Calendar® as an Evidence-Based Resource to Help Promote Key Health & Wellness Behaviors Among Older Adults

American Custom Publishing® (ACP) has published its award-winning *Senior Health Wall Calendar*® program for more than 26 years. The calendar has been used by millions of older adults and thousands of organizations throughout the U.S. to help promote and reinforce key health and wellness behaviors during the calendar year.

The *Senior Health Calendar* has won more than 30 national awards for its design, editorial content, and effectiveness as a low-cost health promotion resource that is seen and used each day, every month, all year. The calendars are purchased by public, private, and non-profit organizations, personalized with their key program information, and distributed free to the older adults they serve.

Based on the research evidence, ACP's *Senior Health Calendar* has qualified for funding under Title III-D Disease Prevention and Health Promotion Services of the *Older Americans Act*. The calendar is listed as an evidence-based health promotion resource in the *Tier 1/minimal criteria category*.

ACP's 2017 *Senior Health Calendar* is also the only calendar of its kind that meets all CMS/Medicare guidelines for communications, sales/marketing, and health/wellness priorities.

Here are a few of the research summaries that support the effectiveness of the Senior Health Calendar when used with other evidence-based health promotion 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%

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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