

Nebraska Health Network invites you to use this social media kit to complement your social messaging. This kit includes a series of messages and digital assets that can be used to promote the importance and benefits of Medicare Annual Wellness Visits to your patients. We encourage you to incorporate the messages into your content calendar. When posting your messages, please tag Nebraska Health Network and include the hashtags.

If you would like assistance adding your logo to the images or establishing an online presence, please contact us.

Contact Information:

Marketing
nhn@nebraskahealthnetwork.com

NHN Social Channel Links:

- Facebook: [Nebraska Health Network](#)
- Twitter: [@ACONHN](#)
- LinkedIn: [Nebraska Health Network](#)

Kit Components: Word File with social messages, digital images available as Photoshop and PNG files. Image size: 1,200 x 628 pixels. Please tag Nebraska Health Network in your posts and include the hashtags.

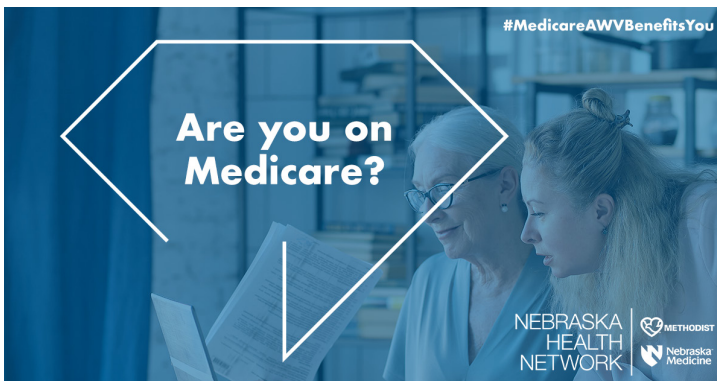
Posting An Image:

The images on the following page have been provided as a PNG and a Photoshop file so you can easily post to your social channels. If you would like assistance customizing an image, please contact us. When posting, use the hashtags and tag Nebraska Health Network so we can share!

Hashtags:

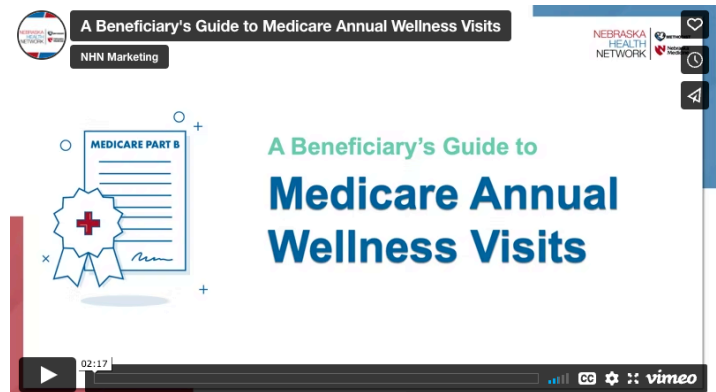
#MedicareAWVBenefitsYou #WellnessBenefitsForSeniors
#MedicareAWV #PrimaryCareIsPreventiveCare
#AnnualWellnessVisits

Images:



1. Image: Are you on Medicare?

Caption: Did you know that Medicare beneficiaries are eligible for a free Medicare Annual Wellness Visit? This preventive visit is a great opportunity to connect with your primary care provider to review your medical and family history, assess your current health, establish overall health goals and address issues or concerns that may be overlooked during a routine appointment. Contact your primary care provider to schedule your appointment today and visit NebraskaHealthNetwork.com/AWV to download our overview and planning worksheet.



2. Image: Patient Video

Caption: Curious about Medicare Annual Wellness Visits? Watch our two-minute video to learn what an Annual Wellness is, how you benefit and how to prepare for this important appointment with your provider. For more information and to access our patient planning worksheet, visit NebraskaHealthNetwork.com/AWV.



3. Image: Focus on You

Caption: Medicare Annual Wellness Visits are a great opportunity to connect with your provider and focus on your overall health. Annual Wellness Visits include a comprehensive review of your health including your:

- Medical and family history
- Current Medications
- Memory and behavioral changes
- Movement ability and risk of falls
- Advance care planning

For more information about your Medicare Annual Wellness Visit and what to expect, visit NebraskaHealthNetwork.com/AWV.



4. Image: When Was Your Last Medicare Annual Wellness Visit?

Caption: Have you had your free Medicare AWV in the past 12 months? If not, it's time to schedule an AWV with your provider. This free visit is a great opportunity to focus on your overall health and wellness. Call your primary care provider to schedule your appointment today. Need help finding a provider? Visit NebraskaHealthNetwork.com/AWV to learn more about the providers at Methodist Health System and Nebraska Medicine and to download our patient overview and planning worksheet.



5. Image: Take Control of Your Health

Caption: Medicare Annual Wellness Visits ensure you receive the support you need to stay healthy! Contact your primary care provider to schedule this important, free benefit. Watch our quick video to learn more about Annual Wellness Visits, what to expect and how to prepare for your appointment.



6. Image: Health Care Can be Overwhelming

Caption: Complex terminology, screening guidelines, medications and multiple providers can make health care seem overwhelming... but it doesn't have to be. If you are a Medicare beneficiary, contact your primary care provider to schedule your free Medicare Annual Wellness Visit. This comprehensive visit ensures you have time with your provider to discuss your questions, medical and family history to develop a long-term plan to keep you healthy. Visit NebraskaHealthNetwork.com/AWV to watch our two-minute overview video and to download a planning worksheet to help you prepare for your appointment.

Additional Materials:

In addition to the social media kit, please contact NHN to request:

Provider Resources - available at NebraskaHealthNetwork.com/medicare-annual-wellness-visit/.

- **A Guide to Medicare Annual Wellness Visits**

This resource includes coding and billing, patient engagement, visit comparison and other components of an AWV.

- **Medicare AWV Education Module**

This video will help you develop an overall care plan for your patients and the benefits of an AWV. This module is approved for 0.25 CMEs from the American Medical Association.

- **Outreach Letters**

The NHN has letter templates available that can be customized with your clinic's information.

Patient Resource - available at NebraskaHealthNetwork.com/AWV.

- **Medicare AWV Overview**

NHN has two versions of a patient overview available, with a patient planning worksheet to help patients prepare for their appointment.

- **Patient Video**

This video introduces the AWV to your patients and its benefits.



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