



Annual Health Fairs

In the confusing world of health care, virtually everyone agrees on one issue – preventive care is smart care. That’s why HCCMCA sponsors Health Fairs throughout the state of Alaska and in several locations in Washington every year. These Health Fairs give plan participants easy access to flu shots as well as convenient blood screening, prostate-specific antigen testing, thyroid testing, Vitamin D testing and other preventive care services at reduced rates. HCCMCA pays for all Health Fair set-up costs and arranges for free flu shots.

Goals

HCCMCA’s goals in sponsoring these Health Fairs are to:

- Give plan participants easy access to preventive care services and low-cost health screening tests

- Save money for member health plans by offering testing at discounted prices and promoting preventive care to reduce claims expenses

HCCMCA also collaborates with other local health care organizations to offer information on topics such as diabetes, Alzheimer’s disease, heart disease, cancer and others.

How it Works

HCCMCA promotes these Health Fairs to attract participating employees and their eligible dependents.

Features include:

- No cost to the member health plans for holding the Health Fairs

- Promotional materials to help member health plans advertise and attract attendees

- Free flu shots

- Convenient, low-cost health screenings, which health plans may fund directly or may be eligible for claims submittal under the member health plan’s benefits

- Online pre-registration offered for health screening tests to reduce wait times

- Test results sent directly to the participant

- Opportunity to provide participating employees with information about timely health care issues such as flu prevention, wellness and other topics

- Cross-promotion of other HCCMCA programs

- For example, Caremark attends the Health Fairs to promote appropriate prescription utilization and Optum has used the Health Fairs as an opportunity to educate participants about disease management.

These have proven to be very successful events. HCCMCA member health plans typically find that attendance at the Health Fairs increases every year.

Benefits

HCCMCA's Health Fairs benefit member health plans in a number of ways:

Offer an easy and inexpensive way for plan participants to identify health problems early through preventive health screenings

Provide plan participants with ideas and incentives for healthy living

Free flu shots to help reduce health care costs and absenteeism

Focus on preventive care reinforces emphasis on wellness and disease prevention

"We've seen the HCCMCA annual health fairs continue to improve by offering more screening tests, such as Vitamin D, additional fair locations and faster lab results. And the online pre-registration has made attending the fairs even easier. All this means even more cost savings for both our participants and our health plan."

Mike Williams

Chairman & Trustee, ASEA Health Benefits Trust

Learn More

To learn more about having HCCMCA sponsor a Health Fair for your employees, contact HCCMCA at (907) 474-4226 or 888-474-4226 (toll-free).

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