

# Cost Estimator Toolkit

Downloadable resources to promote  
cost transparency at your workplace.

**As your partner in health,** we put together the following pieces to help your workforce learn about their benefits, seek quality care and save money by introducing them to Cost Estimator – the one-stop shop for estimating the cost of health care services.

## What's inside

- GENERAL MESSAGING/IMAGERY
- DIGITAL DISPLAY LIBRARY
- POSTERS

## General messaging/imagery

### Reach employees on a variety of digital channels

Ready-to-go content available to post to your internal social media channels or share via communications tools (e.g. Teams, Slack, etc.). Have an internal e-newsletter? These posts are also designed to easily insert into emails to help inform employees of the benefits available to them with their Priority Health plan.

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*Copy and paste the below headline, copy and call to action into your preferred employee communication channel(s).*

## COST ESTIMATOR

### HEADLINE:

**Save money on health care with this free tool.**

### COPY:

Next time you need a medical service or procedure, know the cost of your care with Cost Estimator – the free-to-use tool that helps you choose in-network care at the best possible price.

### CALL TO ACTION:

Cost Estimator – get started in your Priority Health member account today.

# IMAGE COMPANIONS



*Click to download these images to accompany your posts.*

# Digital displays

General displays, ready for an array of places.

Ready-to-use digital displays to use both on your company intranet or on in-person display monitors – this library is a great way to demonstrate the value of your health benefits both online and in your varied workplace environments like the lobby or cafe.



DOWNLOAD



DOWNLOAD

# Poster

A poster that puts information front and center.

Designed for digital distribution but also set up to print, this poster contains a bigger message. Designed to draw attention for direct engagement, we recommend this piece gets hung in high-traffic areas, where it can be distributed publicly.



# We make member engagement a priority.

Thank you for helping us keep your employees engaged in their health plan. We hope you find great value in every tactic of this tool kit. Contact us for more opportunities to keep your workforce healthy and engaged.