

# 2025 Awareness Campaigns – Themes & Health Topics

	JAN	FEB	MAR
Q1	<p><b>The Premise Health difference.</b></p> <p><b>Premise Value Prop(s)</b> Affordable, Quality, Dedicated, Personal</p> <p><b>Health EDU Topic:</b> Care for your conditions</p>	<p><b>Get, stay and be well.</b></p> <p><b>Premise Value Prop(s)</b> Quality, Personal, Whole-Person Care</p> <p><b>Health EDU Topic:</b> Heart health (Q1 webinar)</p>	<p><b>What it means to be a “member.”</b></p> <p><b>Premise Value Prop(s)</b> Affordable, Convenient, Quality, Personal</p> <p><b>Health EDU Topic:</b> PCP attribution</p>
	APR	MAY	JUN
Q2	<p><b>With us, it’s personal.</b></p> <p><b>Premise Value Prop(s)</b> Quality, Dedicated, Convenient</p> <p><b>Health EDU Topic:</b> Lifestyle medicine (Q2 webinar)</p>	<p><b>Designed exclusively for you.</b></p> <p><b>Premise Value Prop(s)</b> Personal, Whole-Person Care</p> <p><b>Health EDU Topic:</b> Biometric screenings</p>	<p><b>Your health and wellness ally.</b></p> <p><b>Premise Value Prop(s)</b> Quality</p> <p><b>Health EDU Topic:</b> Vaccines</p>
	JUL	AUG	SEP
Q3	<p><b>We won’t keep you waiting.</b></p> <p><b>Premise Value Prop(s)</b> Convenient</p> <p><b>Health EDU Topic:</b> Brain health (Q3 webinar)</p>	<p><b>Need an appointment now?</b></p> <p><b>Premise Value Prop(s)</b> Convenient</p> <p><b>Health EDU Topic:</b> Annual physicals</p>	<p><b>Care that’s convenient.</b></p> <p><b>Premise Value Prop(s)</b> Convenient, Virtual</p> <p><b>Health EDU Topic:</b> Flu shots</p>
	OCT	NOV	DEC
Q4	<p><b>We’re available virtually.</b></p> <p><b>Premise Value Prop(s)</b> Virtual, Convenient</p> <p><b>Health EDU Topic:</b> Cold, flu, COVID</p>	<p><b>Care is a conversation.</b></p> <p><b>Premise Value Prop(s)</b> Inclusive, Health Equity / SDOH, Quality</p> <p><b>Health EDU Topic:</b> Rest / meditation (Q4 webinar)</p>	<p><b>All walks of life are welcome.</b></p> <p><b>Premise Value Prop(s)</b> Inclusive, Quality</p> <p><b>Health EDU Topic:</b> Mental health</p>