

*File. Health*C O P Y*WAD 2A 411*

- MEMORANDUM -

TO: Miss Waterbury, Nursing Division

FROM: Dr. McConnell

DATE: November 18, 1932

As requested, we are summarizing the procedure in regard to the distribution of publicity and health literature to our Group policyholders.

The distribution of our publicity in connection with Group insurance is handled entirely in Richmond's office. No publicity material, whatever, is offered to Groups except under his supervision. The distribution of health literature to Groups is handled exclusively in Dr. McConnell's division and all requests for supplies of literature for Group policyholders and industrial firms, whether policyholders or not, are referred to Dr. McConnell before any literature is given out.

It is not the policy at present to try to stimulate requests for health literature through field visits. A definite program for quarterly distribution of a special list of booklets approved by the policyholder in writing has been arranged by Dr. McConnell by correspondence with the responsible person in each group for the entire coming year and intermediate distributions are not desired.

Field representatives visiting groups should confine themselves to obtaining the reaction of the Group policyholder on the literature and reporting any requests for special supplies in connection with epidemics, for use of the medical department, in advising its patients, and so forth.

All requests for health literature, except requests for one or two copies for sight, should be sent to the Home Office and referred to Dr. McConnell for handling. No stimulation should be attempted for a more frequent distribution of the booklets than has been definitely arranged for and no attempt should be made to urge the use of any particular booklet in place of the ones planned for by the Home Office. If a change in plan of distribution is requested spontaneously by the policyholder, the request should be reported to the Home Office.

Pl - Po - Literature

Miss Waterbury.

Such suggestions to the policyholders interfere with the efficiency of the Group distribution plan which has to be fixed far in advance in order to supply such large quantities of the selected booklets promptly. A total of approximately 4,500,000 booklets are distributed each year at intervals specified by our Groups for distribution to their certificateholders through this method of handling. A supply of the particular booklet wanted has to be reserved by our Printing Division several months in advance. Interference with the program, as can be seen, may easily upset the whole system and cause confusion and dissatisfaction.

For this reason, none of our field force is making any attempt to stimulate further use of health literature or suggest special booklets. We want, of course, to have them stimulate interest in the literature, to accept and report to the Home Office all suggestions and complaints and requests for booklets on any special subject.

Policyholders' Service Bureau