

# Promoting Health Through Prevention



- **New Coalition.** In June, AHIP and a coalition of preeminent public and private health organizations launched a campaign to promote the availability of preventive services for no out-of-pocket cost under the Affordable Care Act. [Press Release](#)
- **Today, uptake of preventive services varies.** For example, approximately 80% of adults are up-to-date with screenings for heart disease, 60-70% are current with cancer screenings, and only 30-40% are being screened or referred for substance use and mental health conditions.
- **Multiple communication channels will be used.** The coalition will use multiple communications channels and draw attention to several tools and services to educate Americans about the importance of preventive services, including the use of MyHealthfinder, developed by the Office of Disease Prevention and Health Promotion within the U.S. Department of Health and Human Services.
- **Participating organizations include:** the Agency for Healthcare Research and Quality (AHRQ), American Academy of Family Physicians (AAFP), the Blue Cross Blue Shield Association, the Centers for Disease Control and Prevention (CDC), Cigna Healthcare, Elevance Health, GuideWell, Highmark Health, Humana, Kaiser Permanente, Mental Health America, the National Alliance of Healthcare Purchaser Coalitions, National Association of Community Health Centers, NCQA, the Office of Disease Prevention and Health Promotion (ODPHP), Quartz Health Solutions, and the VBID Center at the University of Michigan.