

# Healthy Decisions *for* Healthy Aging.

FAIR Health's "Healthy Decisions for Healthy Aging" campaign promotes [FAIR Health for Older Adults](#), a free, online resource designed to provide older adults and the people who support them with the clinical, financial and educational information they need to plan for a treatment, procedure or ongoing condition. The tools, resources and content designed for older adults are part of a dedicated section of FAIR Health Consumer ([fairhealthconsumer.org](http://fairhealthconsumer.org)), FAIR Health's free, award-winning national consumer website.

The campaign recognizes that healthcare decisions for older adults are not simple decisions, but complex and emotional "family decisions, life-changing decisions and shared decisions." By using the tools and resources on FAIR Health for Older Adults, older adults and the people who support them can actively engage in their healthcare planning, empowered to make "Healthy Decisions for Healthy Aging." The campaign is generously funded by The John A. Hartford Foundation.

The campaign directs older adults and the people who support them (including healthcare professionals) to [FAIRHealthOlderAdults.org](http://FAIRHealthOlderAdults.org) through an integrated media campaign that includes Streaming Audio, Paid Social (Facebook and Instagram) and Google Ads (including Paid Search). Healthcare providers, clinical institutions and other organizations that serve older adults are invited to share the campaign through posters and collateral materials with older patients and those who support them.

[FAIR Health](#) is a national, independent nonprofit organization that qualifies as a public charity under section 501(c)(3) of the federal tax code. Our mission is to bring transparency and clarity to healthcare costs and health insurance information through consumer tools and resources, data products, and research support.

**Please contact Rachel Kent with questions or media opportunities.**

Office: 646-396-0795 • Mobile: 917-374-7773 • Email: [rkent@fairhealth.org](mailto:rkent@fairhealth.org)





## :30 STREAMING AUDIO

### AVO:

At FAIR Health for Older Adults, we understand that healthcare decisions are life-changing decisions,

they're strategic decisions,

and they're shared decisions.

That's why we created FAIR Health for Older Adults – a dedicated section of our free website, designed to help older adults, and the people who support them, make healthy decisions for healthy aging.

This free, trusted resource allows older adults to actively engage in planning for a treatment, procedure or ongoing condition.

Explore FAIR Health Older Adults dot org today.

That's FAIR Health Older Adults dot org.

FAIR Health for Older Adults. Healthy Decisions for Healthy Aging.

Campaign generously funded by The John A. Hartford Foundation.



# Healthcare decisions are strategic decisions.

## Healthy Decisions *for* Healthy Aging.

**FAIR Health for Older Adults** is a dedicated section of our free, trusted website, designed to provide older adults with the clinical, financial and educational information they need to plan for a treatment, procedure or ongoing condition.

**FAIRHealthOlderAdults.org**



Campaign generously funded by:  
The  
John A. Hartford  
Foundation

**FAIR**Health<sup>®</sup> *for*  
Consumer Older Adults