

The Biometric Screening **BUYER'S GUIDE**

10 Questions to Ask Before Choosing a Screening Partner

INTRODUCTION

Biometric screenings are the cornerstone of any corporate wellness program. They give your employees a baseline to begin making positive lifestyle changes and developing healthy habits. With instant results available, on-site screenings provide a convenient way to reach employees. Plus, as an employer, knowing more about the prevalent health risks in your organization can help you develop wellness strategies and deliver appropriate programming.

This buyer's guide includes 10 questions designed to help you choose the best biometric screening vendor for your business. It supplies you with important insights and frequently overlooked details of the implementation process.

1.

How is your company different?

The popularity of worksite wellness programs has saturated the market with a bunch of wellness vendors that attempt to do everything and anything. The result is a cold biometric screening experience that treats your employees like cattle. Your employees are left feeling frustrated, downtrodden and unsure of what to do next.

TotalWellness believes in a different kind of biometric screening experience. Our flexible services allow you to focus on your company's specific wellness goals, while our screenings offer a warm and encouraging place for your employees to learn about their health. We use positive reinforcement and highlight their good habits as a way of motivating intrinsic change. The result is a friendly, engaging experience that leaves employees optimistic about their future.

2.

What's included in the standard screening?

When choosing a biometric screening vendor, be sure that the following basic tests are included: blood pressure, height, weight, waist circumference, BMI, and cholesterol (TC, HDL, LDL, TC/HDL ratio, triglycerides), and glucose. You'll typically choose between the fingerstick or blood draw method, with an option of fasting or non-fasting results. Most vendors will also include personal counseling and aggregate reporting.

You may find that some vendors do not include these basic services and will charge you for add-on tests. Here are a few things that we include with our standard pricing, beyond what's listed above:

- A dedicated account manager
- Easy online appointment registration system
- Marketing/communication materials
- On-site event coordinator
- Telephonic follow-up of results with nurses
- One data transfer to third party vendor

3.

Do you provide marketing/communication support?

Marketing is critical to the success of your biometric screening. A variety of communication tools, including emails and signage, are needed in order to ensure the best participation rates among your employees. Be sure that the company you choose offers these support materials, or else you'll be stuck crafting these communications on your own time.

TotalWellness crafts emails, letters, posters and more to communicate the details of your screenings, such as fasting, dates and times. These marketing materials are included in our standard pricing.

4.

Do you outsource your services? If not, what is the staff like?

Be sure that the individuals that will be administering the health tests are true medical professionals. More often than not, a wellness provider will outsource their screenings to a third party company, making the entire process more complicated and giving you less control over your event. Feel free to ask questions about the size, education and background of the screening staff.

We own our screening program and can customize the experience to reflect your company culture. In fact, many of our largest competitors outsource screenings to us! TotalWellness also personally hires each of its medical professionals through an extensive interview process. We also review each employee's performance after each screening, ensuring that we maintain quality staff that measures up to our brand standards.

5.

How do my employees register for the screening?

The easier it is for your employees to register for the screening, the more likely they are to participate. Many vendors will charge extra for an online registration tool or will only offer lengthy paper registration forms. Be sure that there's a quick, easy method available for your employees.

We include a free online registration tool in the price of our standard biometric screening.

6.

What about off-site employees or remote locations?

If part of your employee population works outside of your main location(s), it can present a challenge to many wellness vendors. If you want to get the most accurate data to represent your entire staff, be sure that your biometric screening partner has options for *all* of your employees.

TotalWellness offers home kits, primary care physician forms or vouchers that can be used at Target clinics, Walgreens or lab testing centers around the United States. Pricing varies, but we'd be happy to give you a quote at your request.

7.

What are your minimums?

This is easily one of the most important questions to ask. We often talk to smaller companies that have had poor experiences with a wellness vendor as a result of not meeting the vendor's minimum requirements. Know this information up front so you can avoid those unseen charges or fees.

TotalWellness requires a minimum of 40 participants for a screening. Because we provide communication materials and marketing support, you should easily be able to meet our minimum requirements. If you have multiple locations with smaller populations, contact us to discuss your available options.

8.

What additional services are available?

Every company is different, and your biometric screening vendor should be flexible enough to adapt to your specific needs and goals. Ask what tests your vendor can add and customize your screening to fit your employee population.

TotalWellness has a wide variety of additional testing available, including body fat screenings, carotid artery ultrasound screenings, fitness testing, bone density screenings, nicotine testing, colorectal cancer screenings, executive chair massages, pulmonary function screenings, skin and sun damage screenings, and education booths on topics ranging from hand washing to nutrition.

9.

What kind of reporting will I receive?

It's important to ask this question up front, because otherwise you may end up with results that aren't useful for your wellness initiatives. Some companies may charge additional fees for certain kinds of reporting, as well.

We provide an online reporting system to our clients at no additional cost. Our aggregate reporting tool organizes and analyzes the participant demographic information and the biometric test results we collect across your entire workforce population to produce reports that convey actionable information.

We also give each participant an educational handout where the nurse can write in their individual screening results. These can be customized to your company's requirements. Should you wish to supply your employees with access to online reporting, that is also available for an additional fee.

10.

How do you implement the screenings?

Before signing a contract with a screening vendor, be sure you understand the logistics of the operation and your responsibilities in the set-up and organization of the screenings. Many companies that don't specialize in biometric screenings will expect you to be responsible for event planning, communication to the site and other details.

Biometric screenings are our business, so we believe in being as involved in the client experience as possible. TotalWellness will design a screening program to suit your needs, hold a kick-off meeting, train our medical staff on your culture and needs, confirm the dates and numbers, plan the event, assign a lead event coordinator, provide you with marketing materials, communicate to the site contact, provide all of the medical supplies, set up the event and properly clean up post-event. We truly believe in going above and beyond the basic biometric screening to ensure a quality experience.

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