

*the*

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# GREEN DOT

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# WELCOME!

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According to Healthiest Employers, 63% of employers say employee engagement is their most common corporate wellness challenge. By holding screenings with a smile and providing a safe, optimistic place for participants to talk openly about their health, we can host unique experiences that employees will actually want to attend.

The ultimate goal of a health screening is to give employees a baseline to help motivate them toward healthier behaviors. We believe that a positive outlook on health changes the conversation—that's why we always start our screenings by examining what employees are doing "right" in their lives.

Positivity can have a substantial impact on physical health. Research from the Harvard School of Public Health links a more optimistic outlook with a lowered risk of heart disease in older men. University of Pittsburgh researchers published a report in 2009 that optimistic women have less thickening of the carotid artery walls, suggesting that a positive mental outlook is associated with reduced evidence of coronary heart disease and total mortality in postmenopausal women.

*This guidebook describes a biometric screening partner that ignites individual change by providing experiences worth talking about. We work with employers who are searching for ways to make their employees healthier and happier.*

In order to deliver on our brand promise, every TotalWellness contractor needs to demonstrate five key qualities:

- **MOTIVATING**
- **APPROACHABLE**
- **ALLY**
- **SEASONED**
- **PASSIONATE**





# MOTIVATING

*energetic  
empowering  
positive*

# ● MOTIVATING

Other biometric screening vendors focus on health risks and scary statistics. We believe that everyone has healthy habits that are worth celebrating and encouraging and want to use those as a gateway for motivating change. By focusing on the positive side of wellness, we believe that we'll create a better experience and our participants will be happy to attend our health screenings.

## **Communicate results with an optimistic attitude**

- See health opportunities instead of health risks
- Highlight the participants' healthy habits
- Use positivity to pave the way for their success

## **Create the best screening experience possible**

- Offer help to coworkers and clients
- Solve problems with a smile
- Create a personal connection with the participant

*Your mind is a powerful thing. When you fill it with positive thoughts, your life will start to change.*



# APPROACH- HABILE

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*conversational*  
*professional*  
*neighborly*

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# ● APPROACHABLE

We need to be warm and approachable, not cold and clinical. From our personal appearances to our bright and bold signage, we want to create a participant experience that makes people feel comfortable.

## **Say hello to every participant**

- Make eye contact
- Greet them with a smile
- Introduce yourself

## **Connect with individuals**

- Make them feel comfortable
- Talk to them about their healthy habits
- Understand participants' needs

*Every positive thought propels you in the right direction.*



# ALLY

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*helpful*  
*invested*  
*trustworthy*

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# ● ALLY

We want to build and nurture meaningful relationships with our participants. Those that enter our screening should know that we're here to have their backs and help navigate their ways to better health.

## **Go beyond the screening experience**

- Provide participants with follow-up instructions
- Define goals for the future
- Be sure they know where to go for help in their wellness journeys

## **Work as a team**

- Communicate with the client contacts
- Know whom to ask for help or direction
- Teach new contractors about our brand, policies and processes

*One small positive thought in the morning can change your whole day.*

# SEASON- ED

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*mature*  
*mentor*  
*composed*

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# ● SEASONED

With over 17 years of experience, we pride ourselves on leading by example and taking ownership of our screening experience. TotalWellness screens our contractors to ensure they align with our brand, embrace our values and represent peak performance. We want our contractors to bring their years of professional experience to the table and create a stellar health screening.

## **Be prepared for the event**

- Ensure your site has all of the needed supplies and paperwork
- Collect the proper consent forms as needed
- Get familiar with the client's company culture

## **Take ownership of the experience**

- Be proactive about problem-solving
- Communicate with the on-site coordinator
- Know our event procedures and emergency protocol

*Your body hears everything your mind says. Stay positive.*



# PASSION- ATE

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*compelled*  
*authentic*  
*inspiring*

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# ● PASSIONATE

We believe in what we do and believe in those we help. Wellness has become an intrinsic part of who we are as individuals. It's our identity.

## **Exhibit healthy behaviors and attitudes**

- Stay active throughout the screening
- Keep your communications positive
- Be aware of your body language

## **Engage on a personal level with participants**

- Understand that health involves mind, body and spirit
- Sympathize with participants' struggles
- Create goals that focus on progress, not perfection

*Positive thinking evokes more energy, more initiatives and more happiness.*

*Health is about more than fad diets and extreme cardio routines.*

**Here are a few more unexpected ways our employees, clients and participants exhibit health in their day-to-day lives:**

- Spending time with their kids
- Walking the dog
- Drinking enough water
- Eating breakfast
- Attending yoga classes with friends
- Using vacation time
- Getting enough sleep
- Taking the stairs instead of the elevator

*I'm healthy because...*

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Use this space to write your own statement of health and use it to connect with screening participants.

**Questions about the guidebook or your role at TotalWellness?  
Email [news@totalwellnesshealth.com](mailto:news@totalwellnesshealth.com).**