

All You Need to Know About

Biometric Screenings for Your Employees



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What is a Biometric Screening?

If you are reading this...odds are you're interested in helping your employees improve their health.

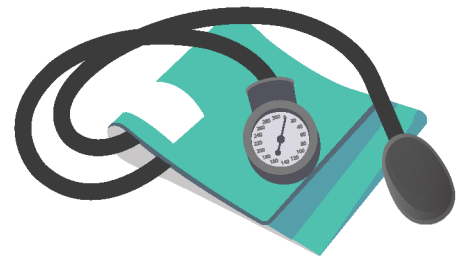
Building a wellness program to help improve the health of your workforce is an excellent investment in your employees and ultimately your company's productivity. Your wellness program should start by analyzing the current health of your workforce. One way to do this is by setting up a biometric screening event.

Biometric screening events are an excellent preventative service for your employees. They're designed to help your employees learn the status of their health so they know where they might need to make some changes. A screening is an excellent first step on the journey towards better health.

A biometric screening might sound super complicated, but it can be really simple for you and your employees. Healthcare professionals come to your office location and perform a quick health exam. Screenings usually measure these health stats:

- Height & Weight measurements to calculate Body Mass Index (BMI)
- Waist circumference
- Blood pressure
- Glucose (the amount of sugar in the blood)
- Total cholesterol
- HDL and LDL cholesterol
- Triglycerides (the amount of fatty acids in the blood)

Blood tests can be done via fingerstick or venipuncture. Fasting is optional.



What's so special about these health stats?

When you put all of these measurements together, you create a surprisingly accurate picture of your employees' risk for heart disease, stroke, and diabetes – the most common and costly of all health problems. These illnesses and health conditions can be prevented with early detection, which is why knowing these numbers is so important. For example, a blood pressure screening for hypertension can identify individuals at an early stage of the disease process, when they are still able to make lifestyle changes like diet and exercise, to alter the progression from elevated to hypertension.

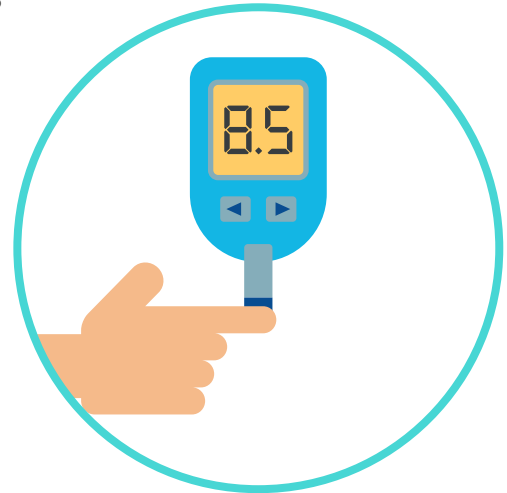
Fingerstick Testing

There are two different ways to get a blood sample at a screening event. You can draw blood with a fingerstick, or a venipuncture. Both methods are viable options. It's important to look at the two options carefully and decide which works best for your company.

So what's the big difference between the methods?

Fingerstick

The fingerstick method is just as it sounds. A health professional will prick the finger of your participants and squeeze out just enough blood to run the sample through a point-of-care machine. This method is one of the least invasive methods of blood collection.



Aside from the ease of the process, other benefits include:

- Time. The fingerstick method is faster because the sample doesn't have to be sent to a lab for testing. New technology offers results in 5-7 minutes.
- Marketable. The method is relatively easy to sell to employees because it's virtually pain-free.
- Teachable Moment. With results available at the event, health professionals can explain the findings clearly to each participant. Participants genuinely appreciate the one-on-one discussion of their results in the moment.

While a fingerstick is an excellent option, there are a few things you should know about its drawbacks. Even though it's comparable, the fingerstick method can be slightly less accurate (national guidelines allow for a variance of +/- 8.9% for cholesterol) than a venipuncture blood draw. While the venipuncture method may technically produce more accurate results, the fingerstick method produces results that fall within national guidelines. For the purposes of a biometric screening (which is not intended to be diagnostic), either option will provide solid and accurate numbers.

Depending on the educational backgrounds and attitudes of your employees, this method could also be seen as less serious or legitimate because of its simplicity. If biometric screening results are a significant part of an outcomes-based wellness program, you don't want your employees questioning their results.

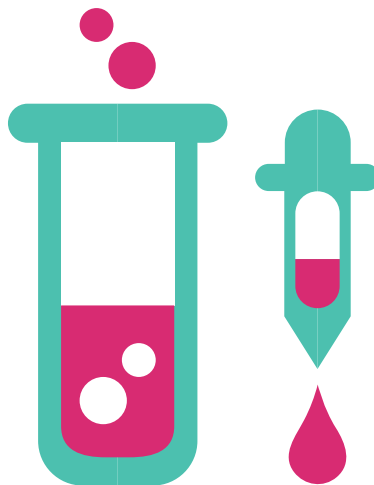
Venipuncture Testing

This method is a little more invasive and is similar to what you've experienced if you've had your blood drawn at the doctor's office. The method involves sticking a needle into a vein—usually at the crook of the arm—and collecting blood into a vial that will be sent to a lab for testing.

Some of the major benefits of choosing a venipuncture blood draw include:

- The method is considered one of the most accurate measures.
- The method might be taken more seriously by participants because it is a more complex procedure.
- You can add additional tests. For example, an extended panel can identify critical risk factors including diabetes; liver and kidney disease and functions; anemia; blood, bone, and muscle disease (including certain types of cancer); uric acid; and electrolytes.
- The method requires a bit more time from your employees, which creates an accessible and captive audience to hear the rest of your wellness initiatives.

A few drawbacks of venipuncture, besides being a more invasive procedure, are the cost and the stigma. A venipuncture blood draw is a bit more expensive than other techniques because not only is the collection equipment more complex, but the sample has to be sent to a lab for analysis. There is also a widespread stigma surrounding needles so you might have employees that are unwilling to participate because of the potential pain and risks associated with sticking a needle into their arm.





Benefits of Screenings

Offering preventive screenings communicates to your employees that their health is important. Some of the benefits of offering on-site biometric screenings:

1. They provide helpful information for both employers and employees by collecting health data that can be translated into actionable goals. It's a convenient and free opportunity for employees to take a more active role in their health and gain some motivation to develop healthier habits.
2. They provide a starting point for your wellness program. You can't observe improvement if you don't know where you started. Having these baseline results helps you measure changes next time you do a screening.
3. They help employees understand their own health. Throughout the event, participants are shown their results and given opportunities to ask questions about their health. This allows a safe, convenient space to start a conversation about wellness.
4. They illuminate trends. Employers receive aggregate results of their screening event. This allows them to analyze the results and recognize any trends that can be addressed at the corporate level. You can then invest in programs that will have the biggest impact on your population.

Getting Employees to Participate

Even the mention of biometric screenings can create resistance and fear among employees. That's why it is critical that employers set the tone for their biometric screening program and communicate clearly from the start.

Here are some of the concerns we have heard over the past years from employees:

- They'll turn me away if I haven't fasted
- My boss will see my results
- It will be embarrassing
- If they see my results they'll up my insurance premiums
- Everyone will know I smoke
- I'll lose health benefits if I fail my screening
- These things aren't run by qualified medical professionals
- It's stupid; it's not going to help me

It's easy to see how misinformation can quickly sink employee engagement. But by understanding employee concerns, employers can better address their worries. For example, be sure to explain things like why you are offering biometric screenings, what happens to the participant's health information and how the tests are accurate.

Consistent and engaging messages help develop strong employee and participation. Communicate early and keep it simple. Introduce the biometric screening program with executive leadership sponsorship and support – it can help increase participation and outcomes significantly.

Some communication tools include:

- CEO Letter/Email
- Employee Presentation
- Posters and Fliers
- Newsletter/Intranet Articles
- Video
- Table Tents
- Digital Signage
- Home Mailings



The Best Time to Schedule

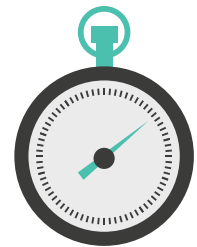
When is the best time of the year to offer on-site biometric screenings? The short answer. Anytime is the right time to give your employees valuable information about their health. Now for the long answer. If you are looking to provide on-site biometric screenings, consider the following times:

Healthy Start to the New Year

With the number one New Year's resolution to lose weight and/or get healthier – what better time to offer on-site screenings to your employees than the start of the year? The beginning of the year is the perfect time to encourage employees to live healthier because you have a captive audience eager to learn more about lifestyle changes. Screenings are an ideal way to educate and help employees get on the road to health by taking charge of their preventable risk factors.

Spring into Better Health

Spring brings new life and energy. The beautiful days of spring can inspire us to think about a fresh start. Just like with spring cleaning, it's about a new attitude, “out with the old and in with the new.” So it can also be a terrific time to offer employees a spring “check-up” via screenings.



Fabulous in Fall

By choosing the fall season, you can combine flu shots and screenings to create more of a health fair environment. This can help generate excitement and create visibility for the company's health and wellness programs. Bundling wellness services is a great way to get employees engaged without taking up too much of their time.

Annual Benefits Open Enrollment

When employees are reviewing their insurance options for the next year, they are often thinking about their health care costs. This is the perfect time to explain how the wellness program is connected to the company's benefits strategy. You can explain how by staying healthy, they can reduce their need for medical care and lower their health care costs. Plus, wellness incentives are often linked to employee health care premium reductions - making a perfect cross-selling point.

Overall, it's best to avoid scheduling a screening event before or after a major holiday since many employees may take vacation during that time.

What to Expect: Before Event

A biometric screening event shouldn't be difficult or be intimidating for anyone involved. The event should be something your employees can enjoy. But it should also be something you can enjoy and feel proud of organizing!

We know it can be a bit nerve-wracking to welcome a team of health professionals into your office, so here is an idea of what to expect at a biometric screening event:

Before the Event

There are a few things that will happen in the time right before your screening event is to start. First, our staff will arrive. They usually get to the event about one hour before the start time. They'll be arriving with all of the supplies they'll need to perform you're screening. All you need to do is make sure you're available to greet them and direct them towards the room you've reserved.

After our staff gets into the room, they'll begin the setup process. Again, they'll have all the supplies they need, and they know how to set those supplies up. During the setup process, you can take a deep breath and relax! Just make sure you're around in case our people need more tables, chairs or trash cans.

At TotalWellness, we ask that our staff be ready to go with at least ten minutes to spare. If you have any early bird wellness participants, they're welcome to get started as soon as our staff is set up. If not, you'll be ready to go with participants at the event start time.



What to Expect: During Event

Throughout the event, you shouldn't feel the need to hover around or jump in on any of the services. Our staff has that handled! Depending on the layout of your event, it might look a little differently from a participant perspective, however.

If you're doing a "Station-to-Station" setup...

This means your event is set up with each screening service as a separate station. Participants flow from one station (or one screening) to the next. For example, a participant might begin by getting his or her finger stuck for blood tests. While the machine is coming up with the results, he or she might head over to the blood pressure station for that test.

If you're doing a "Pod" setup...

This means your event is set up with pods at which your employees will receive all of their tests. It's more of a "one-stop shop" approach to biometric screenings. In a pod setting, the health professional will usually start with the fingerstick. While the machine is reading results, they'll perform the other services ordered. Then they'll discuss all of the results with the participant when they've been completed.

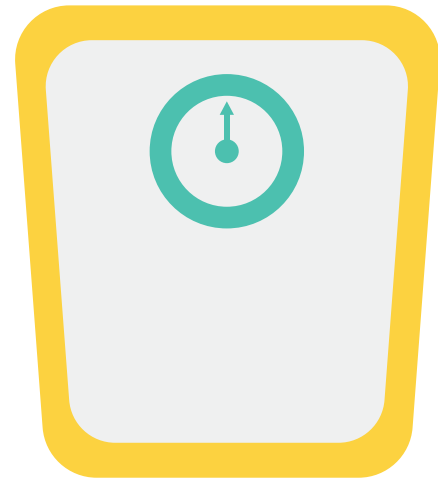
Both setups are just fine. It's entirely dependent on the space available, the number of participants and the services ordered.

At each TotalWellness screening event, our desire is for each participant to leave feeling that every staff member they encountered was approachable and knowledgeable. We engage with participants in a genuinely meaningful way and provide employees with guidance that is:

Personalized: The education is based on their own results.

Holistic: The topics will include national recommendations and your company's resources.

Practical: The guidance focuses employees on what they can do today to achieve their health goals.



What to Expect: After Event

After the event, TotalWellness event staff will pack up the supplies and head home. We've asked them to leave your room just as they found it, so there should be no additional stress for you.

They'll take all of the paperwork, supplies and biohazard materials with them. All that will be left behind are happy, educated participants—and maybe some regular trash like Band-Aid wrappers and uncontaminated gloves.

Once the data from your event has been sent to our corporate office, you'll receive an aggregate report detailing the overall health of your workforce.

No matter what you decide to do to build off of your biometric screenings, it all starts in the same place—analyzing your aggregate results. Take a look at the data and try to spot any trends. Once you've noticed a few common threads among your employees, put together a wellness program that addresses the specific issues your company is facing.

Help combat common problems by finding solutions you can promote right there in the office. For example, one of the best ways that employers can improve their employees' biometric numbers is to promote fruit and vegetables at work.

Here are some easy ideas:

- Encourage choosing fruits and vegetables by supplying them for employees as a tasty snack in the break room.
- Create a policy that requires fruits and vegetables to be served as a food option at all company meetings and events.
- Give employees the opportunity to join a Community Supported Agriculture (CSA) organization and receive deliveries at the workplace.
- Implement a fruit and vegetable challenge to encourage employees to fill at least half their plates with a variety of fruits and vegetables at meals.
- Offer workshops or cooking demonstrations to teach employees different ways fruits and vegetables can be prepared or included in healthy recipes.
- Inform employees of the dates and times of local farmers markets.
- Post fliers with nutritional information and easy ways to eat more fruits and vegetables.



Finding a Partner

Next up, you'll want to pick your biometric screening partner. With over 100 biometric screening vendors in the marketplace today, it is common to feel overwhelmed by the choices that lay before you. Follow these four tips to select the best vendor.

1. Define your needs.

Do you need to cover multiple shifts in one day? Do you want to go with a blood draw instead of a fingerstick test? What about additional screenings like HbA1C or the CA-125? Outline your goals and write down the specific requirements that you want for your program.

2. Make a scorecard.

Turn your wish list into a scorecard, with room to write notes by each category for each vendor that you see. Develop a simple scoring system (like 1-5) and assign a value to each category based on how well that company performs. Evaluate all vendors based on the same list.

3. Make a short list of vendors.

Create a list of vendors that you would like to investigate. Some companies can be eliminated quickly if they don't get back to you or don't have the resources to serve your employee population. Talk to your colleagues and ask a potential vendor for references of their own.

4. Consider issuing a Request for Proposal (RFP).

A RFP is a standardized, formal document that tells the vendor a little bit about you and what you're looking for, and allows them to tell you about their company and their services. Reviewing these documents gives you a better idea of whether or not the vendor is going to fit your needs.



Questions to Ask Vendors

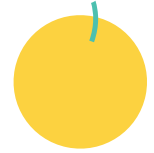
Here are some questions to consider as you review biometric screening vendors.

- How will the vendor help before the screening event? Will you be provided with a clear delineation of responsibilities so that there are no surprises?
- Does the vendor provide marketing/communication support?
- How does the vendor handle employees who are located at remote sites or those who miss an on-site clinic?
- What is the vendor's reputation? Is the vendor an established professional provider? Or is it a business that only recently arrived on the scene, with a limited track record?
- Does the vendor actually perform the screenings with their staff or do they outsource screenings to another vendor?
- What is included in the price? Do you have to pay extra for privacy screenings or staff travel?
- Is the vendor flexible and easy to work with? Are they responsive to your questions?
- Do they use paper consent forms or tablets to collect screening results?
- Does the vendor follow laws regarding handling laboratory samples and the care of protected health information?
- Which states are they licensed/certified to conduct venipuncture or fingerstick screenings?
- Does the vendor have insurance?
- What experience or qualifications does the screening staff have?
- What does the training process for screening staff?
- What are the quality controls on screening equipment?
- Does the vendor provide customer support?
- What type of reporting is available?



Case Study: Utilizing Screening Results

TotalWellness teamed up with Migliaro Consulting & Event Specialists to deliver biometric screenings to the employees of Mascaro Construction. Amanda Rudd, Director of Corporate Wellness and Community Outreach at Mascaro Construction, and Melissa Migliaro, owner of Migliaro Consulting, thought outside of the box when it came to Mascaro's screening results. Their wellness initiatives have made a positive impact on Mascaro's employee population, and their experience is a wonderful example of how employers can utilize the data collected from workplace biometric screenings to improve the health and wellbeing of employees.



Mascaro Construction has been offering biometric health screenings for their employees for the past five years, and have been working with TotalWellness for the last two years now. According to Amanda, one of the things she looked for while choosing a screening partner was flexibility with testing. She was able to offer all employees and their spouses three different options for completing a biometric health screening: through on-site testing, through a visit to their primary care physician, or through a voucher with LabCorp.



"The results of all the screenings were compiled and sent to me at the end of the year in aggregate form – giving us a true picture of the health of our organization," said Amanda. "These results also drive our wellness programming. After receiving our biometric results, it became clear that we needed a more robust nutrition program for 2018."



Melissa knows exactly how vital follow-up is for employers – which is why she helps her clients connect with health and wellness experts that can help support behavior change. "We knew going into corporate wellness meant having the ability to provide the best in biometric screenings, along with the ability to follow-up with necessary workshops to support change in the workplace," said Melissa. "Having sound screening results from TotalWellness has made our job easier when recommending follow-up seminars. The results are a clear indicator to the employer as to what the employees need, and the presenter has sound knowledge on what's most important for the employees at that time."

Both Amanda and Melissa have done an excellent job of utilizing the aggregate data of Mascaro Construction's employees. By analyzing the results and determining the main health risks of the employee population, they were able to determine that Mascaro's employees could benefit from more wellness initiatives focused on nutrition.

Frequently Asked Questions

As you begin to think about planning your screening event, you may have some questions.

Q: How big does the room need to be?

A: Room size is determined by the expected number of participants to be screened, test options selected, and length of screening.

Q: How accurate are the results received at the on-site screening event?

A: Fingerstick methods have been proven to be as accurate as commercial laboratory methods. Most vendors use either the Cholestech LDX® System or CardioChek Plus for fingerstick testing because they are the gold standard for on-site cholesterol and blood glucose screenings. These instruments are used across the United States by hundreds of hospitals and in thousands of doctors' offices. For venipuncture, the blood samples are processed by an accredited lab.

Q. How many screenings can be completed in an hour?

A: TotalWellness recommends no more than 40 people be screened each hour; however, screening flow is determined by expected participation, number of screening hours, and room size.

Q: How long does the screening take?

A: Depending on the test options selected, each screening will take approximately 15 minutes per participant.

Q. How do you ensure confidentiality at the screening?

A: Screening staff adheres to strict policies regarding data privacy. TotalWellness staff is trained to communicate results in a confidential and private manner putting the participant at ease. For example, pointing to values instead of speaking values.



About TotalWellness

Expect better employee engagement with a better screening experience.

At TotalWellness, we believe everyone – yes, everyone – is healthy. That’s why we start our screenings by examining what an employee is doing “right” in their life. This positive approach is more motivating and supports our goal of helping people incorporate healthier habits into their daily routine. Our screenings are offered nationwide and provide a unique experience for your participants.

We know that the key to motivation doesn’t come from scare tactics, which is why our positive environment is one of a kind. This positive environment is different than what you’ll find in most health screening settings. Many screening events focus on what is wrong with an individual, and their risk factors. These scare tactics provide a short-term burst of motivation, but that drive wears off when the fear subsides. We avoid these negative perceptions and loss of motivation by seeking out positive behaviors and helping participants learn how to spread those behaviors into areas that need improvement. For us, healthy habits can range from getting a full night’s sleep, to walking the dog, to running a marathon. Everyone is healthy, and we will help your employees realize that they are too.

After all this talk about gearing up for better health, we know you’re itching to get started, and we’d love to hear from you! To set up your biometric screening, check out the details on our website TotalWellnessHealth.com/biometric-screening, or give us a call at 1.888.434.4358.

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