

Smart Biometrics



Ticking off the annual physical with biometric screening has become a routine ritual at a growing number of organizations. Nearly every wellness provider offers these popular programs, and tout screenings as an essential key wellness metric in a rosy bouquet of projected health cost savings.

Some vendors do a bit more: emailing healthy reminders, discount wellness offerings, or additional health articles to assist on next steps. But it often ends there. Generic offerings may only help a small group of self-motivated employees. The rest? Perhaps turned off by a one-size-fits-all approach - and sees the monthly email bulletin on health as a shameful routine finger-pointing, rather than support.

How can you engage employees effectively beyond the basics?

A personalized approach that helps your staff springboard a short visit with their physician into changes they'll want to make.

We empower your employees to put that handful of numbers on their assessment into context. Share guidance and information to engage them. Making change seem like an easy choice instead of a confusing challenge. Tailored engagement guiding them, as deep or lightly as they prefer, encourages better habits and can lead to small behavior changes.

When you go beyond the biometric screening boxes, you expand the opportunities to guide your workforce to better health. We help you encourage results that do more than expand baseline participation rates. Your employees benefit from improved health outcomes.

Why aren't health screenings doing more for you?

A biometric screening runs about 15 minutes. Add on a full physical, and you have a bit more time with your health practitioner to get into more details. You go over your results, get a brief on what you need to adjust (if anything), and you're done for the year. Professional, courteous, efficient, and you walk out with a signed proof of visit form, your numbers, maybe some suggestions, or a treatment plan (if needed).

Your health professional goes on to their next patient. They use years of medical school and decades of medical science during another brief, efficient visit. They don't do it alone; they have an office full of professionals supporting a well-organized system. **A single doctor manages the health of 90 or more patients a week, thousands of patients a year.** Often, patients not in need of immediate interventions leave with a page or two of information that gives a current snapshot of their health and human potential.

At the end of the appointment, these sheets of paper and advice are often tossed in the trash.

As an HR professional, you may see similar snapshots of human potential every day - 100s of amazing resumes. But to you, this represents the beginning. Your team spends a practiced amount of time reading, absorbing, assessing. You use your years of training, experience, and a body of professional resources to select someone to interview, and perhaps join your organization. Those personalized pages are the start, not the end. The new employee joins your staff, with the support and encouragement your organization gives them to help them succeed.

Typical Wellness Solution



Awareness Campaign



Common Health Statistics



Generic Emails & Flyers



Rewards & Prizes

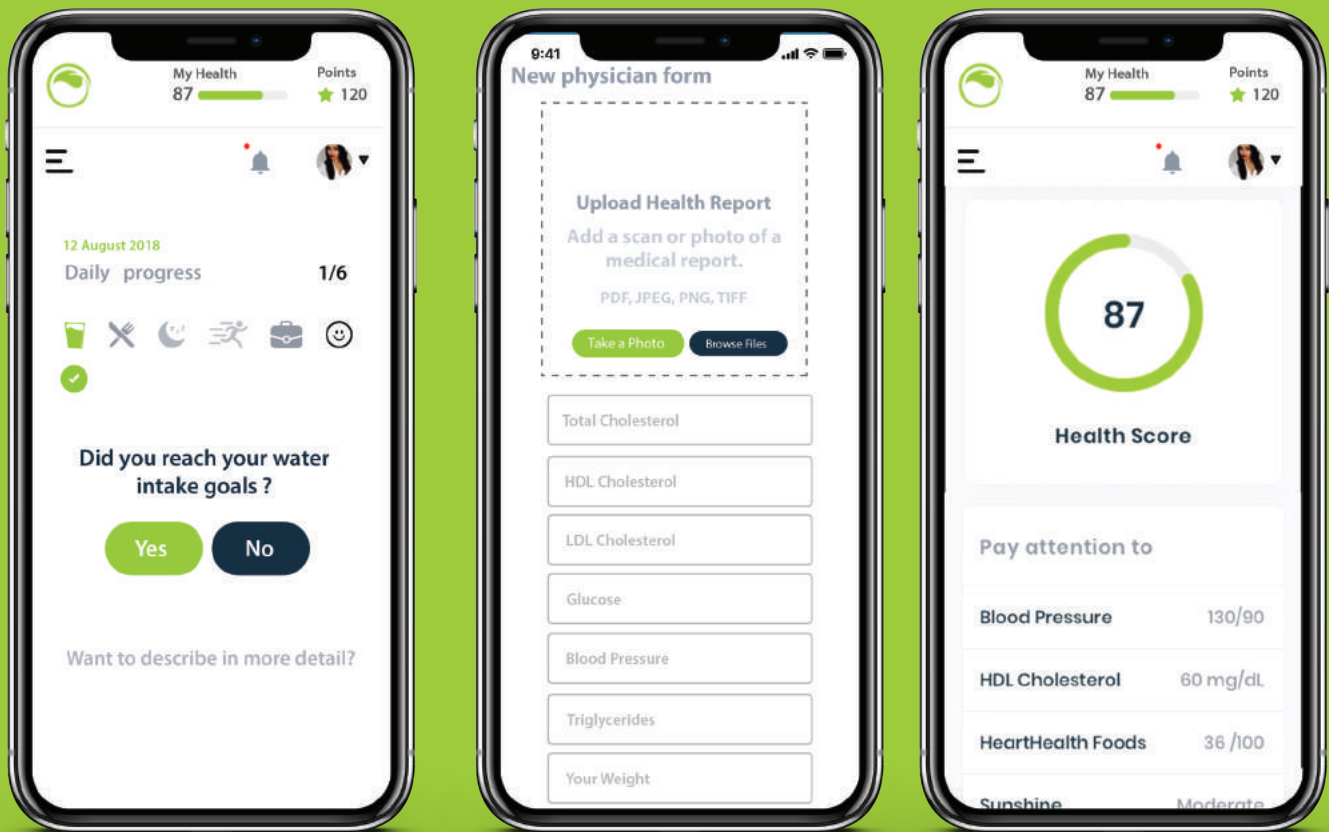


Insurance Discounts

All wellness programs generally start with an awareness campaign. Citing health statistics, emails and flyers are shared, and employees know that the visit costs them nothing but time. Incentives are mentioned too - a discount on health insurance, a cash reward, an exciting raffle.

After the blood draws, your employee gets a sheet listing the basics. But their physician will look at more than that, based on what they know of their patient's lifestyle history, if anything. **This second set of information isn't always collected as part of the health screening,** but can be used by a highly-motivated employee to embark on a positive path to change.

Once the reward is issued, typical wellness programs switch to maintenance mode. Generic newsletters and unwanted calls from health coaches.



Beyond Biometric Screenings

One Stop Wellness' uses a smarter approach. Once the reward is processed, we don't settle into autopilot. We use annual health screenings as the start of a continuous health awareness model.



Laying the Groundwork

We begin with a strategic awareness campaign. Not test, report, reward. They learn from the start that they are taking steps to improved health, and a managed visit is part of that. We'll alleviate any concerns about the privacy of their data **Health Data privacy is in our DNA - employees will know who can access it, and why.**

From there, we set them up for a successful visit. They'll know what to expect, what to ask, and bring up any concerns they have with their health practitioner.



Much More Than Test, Report, Reward

A successful wellness system doesn't get boxed back up and put back on the shelf until it's time for the next annual screening. Test, report, and reward are the centerpieces of other vendor's offerings; but as they wind down, we're just gearing up. Here's how we do that.

The Managed Visit

We start with the same basics of a health screening and get that signed proof of visit form. The crucial difference is that our awareness program has primed your employee to ask questions about their concerns and to make the most of their time with their professional to get advice and answers. Our platform also tracks their lifestyle, activity, and behaviors to give them a downloadable report to bring to their doctor visit.

The Managed Consultation

Once the results are in, your employee will consult with their health professional, get results, diagnoses, more answers to their questions. And they'll know to ask for and get their full workup, extended information we can use together to gauge their health and measure improvement over time.

Beyond The Reward

The proof of visit form gets them the usual reward. But when they upload their full workup, the benefits really begin to unfold.

Beyond the Box of Bio Screenings

Within a day of the upload of their full workup, we'll extract the information they've provided. Based on each individual's health data markers, we'll start education targeted to each employee. We open with the Why phase.

The Why Phase



The information that generally gets tracked include the big three: Cardiovascular, Metabolic, and Vitals. But health reports and measurements contain so much more. We'll look at hundreds of health markers and give your employees visibility into the state of their own health. Information they can look to at any time.

Our messaging gives them easy to understand information on all their health risk components. We show clearly how each of the hundreds of health markers impacts their overall health.

More than 92% of participants in our program uploaded additional critical health information that let us help define their wellness journey.

The Path Forward

The road your employees have walked to reach who they are today has been a long one. The journey to returning to health may seem longer, hilly, full of hurdles. They're looking at a map they might not understand, and each challenge may seem insurmountable. The 15 minutes they spend with a health professional fades, and their resolve to change diminishes.

So we don't show them the full atlas of road ahead. We blaze a path by their side. Short goals. Gentle engagement. We brighten the path just ahead as they move forward through the fog.

Incremental Changes

If someone is motivated enough, they can do this completely on their own. But you want to help your entire team. Not just the few who are health conscious and data driven.

We find their strengths, their weaknesses, and what they need. We engage with that information, tailored to what each person can do, in small steps, to move forward. We bring the research to them when they want it, in a way they can absorb it, and make those small steps down the path of a long journey to wellness.

Soft Engagement is Key

The soft engagement we deploy turns small changes into small wins. These add up over time, and we show them how far they've come.

We measure everything. We combine everything into a single health view and behavior improvement model.

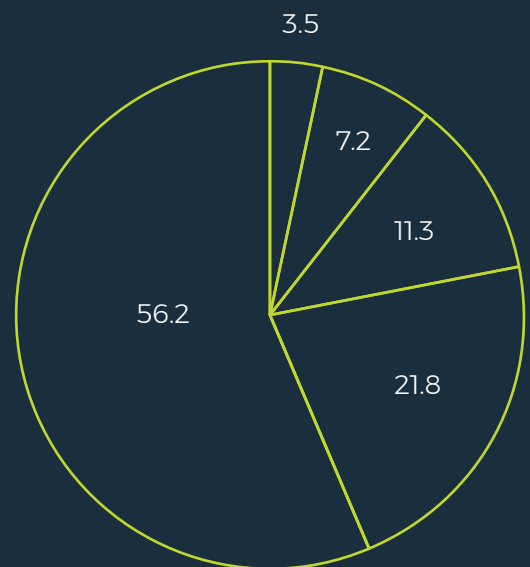
Don't Stop at the Start

Yes, biometric screenings improve health. Improve bottom lines. But with One Stop Wellness' solutions, you can help your staff use their annual physical to do much more.

Our Success Results

The more you thoughtfully engage with someone open to what you're offering, the more positive results you see.

Here are some results we've seen, with different people responding to different levels of engagement. We looked at individuals whose BMI had been measured as Obese over the previous four years, and engaged them. Soft touches of information, research, and reviews of their results.



3.5% improved without an engagement

7.2% improved with 1 engagement touch

11.3% improved with 2 engagement touches

21.8% improved with at least 3 engagement touches, 2 of them in the first 3 months

56.2% improved with 4 engagement campaigns of 3 touches every 10 weeks

These numbers hint at the success we have achieved with users of One Stop Wellness. **37.8% improved their BMI enough to be categorized as Normal within 12 months.**