



## Personal Health Assessment tips for success

### 1. Educate your employees about why a Health Assessment is important

Messages to emphasize:

- Potential to improve quality of life
- Help employees understand that they can be part of the solution for controlling their health care costs

### 2. Plan for three months' lead time

- Determine the launch date and length of the participation period if you are offering an incentive
- Due to vacations, historically, summer months often mean low participation

### 3. Engage leadership

- Top-level support for any wellness program is important. Use the letter included in this toolkit and the materials for you at [engagehealthyroads.com](http://engagehealthyroads.com) to help you enlist it.
- Who is a leader in your organization? Leaders can extend beyond the executive team. Think of peer leaders in each department, such as the Operations Manager for the manufacturing area. How can they be engaged to voice support for this program?

### 4. Communications

Use multiple channels (e-mail, hard copy, staff presentations, newsletters, posters).

- See communication plan for recommended communication timeline
- Take advantage of resources at [engagehealthyroads.com](http://engagehealthyroads.com)

### 5. Promote key messages

- Incorporate themes such as: “enjoy quality of life” — “be energized” — “be vital” — “play harder” — “walk farther”

### 6. Emphasize confidentiality

- Remember, you as the employer will receive aggregate data only
- Only the names (not results or risk status) of *incentive-eligible* participants will be shared with employers, if appropriate

### 7. Reward participation - incentives (if desired)

- Drive maximum participation by offering incentives for completing the health assessment and/or achieving specific health outcomes
- Talk to your BlueLink TPA account management team for detailed information and suggestions

### 8. Remind employees to log in

- Even after they've completed the personal health assessment, employees have access to additional health resources offered through the online wellness center.
- Publicize the web site: visit the BlueLink TPA member service center at [bluelinktpamn.com](http://bluelinktpamn.com).
- Develop and promote online courses and competitions through the wellness center.