



Health Assessment tips for success

1. Educate employees about why a Health Assessment is important

Messages to emphasize:

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

2. Plan for three months' lead time

See implementation plan

- Determine the launch date and length of the participation period - select date the Health Assessment starts
- BlueLink's recommendation for the participation period is a minimum of two weeks and a maximum of four weeks
- New hires throughout the year complete at next year's rollout
- Due to vacations, historically, summer months mean low participation

3. Engage leadership

- Top-level support for any wellness program is important. Use the letter included in this toolkit 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).

- Alert employees that they'll need to gather their most recent screening results numbers such as blood pressure, cholesterol and glucose for the Health Assessment.
- See communication plan for recommended communication timeline

5. Promote key messages

- Incorporate themes such as: "enjoy quality of life" — "be energized" — "be vital" — "retire ready to rock the world" — "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
- Health status will not be used to determine health care premiums or eligibility for medical coverage

7. Reward participation - incentives

Meaningful incentives will help ensure success. It's crucial for you to consider what rewards will be appropriate and of value to your employees.

- See incentives worksheet

8. Remind employees to log in

- Even after they've completed the Health Assessment, employees have access to additional health resources offered through the online Health Assessment.
- Publicize the web site: visit the BlueLink TPA member service center at **bluelinktpamn.com**.