



**HOOPERHOLMES**

*Health & Wellness*

**Screenings are not a product  
and health fairs don't work!**

*Insure your decision*

**“We don’t make the things you buy . . .”**



**3M**



Health  
Screenings



Health  
Management  
Program

# Screenings are often sold as a stand alone product

- Screenings are not a stand alone product. They are part of a health management program and the beginning of an engagement process.
- Positioning a screening as a stand alone product limits its value and effectiveness in three areas:
  - 1. Risk identification**
  - 2. Engagement**
  - 3. Profitability & ROI**
- It is only when screenings become part of an integrated health management program that their value is realized, health is improved and healthcare costs are lowered.

# Agenda



Identification

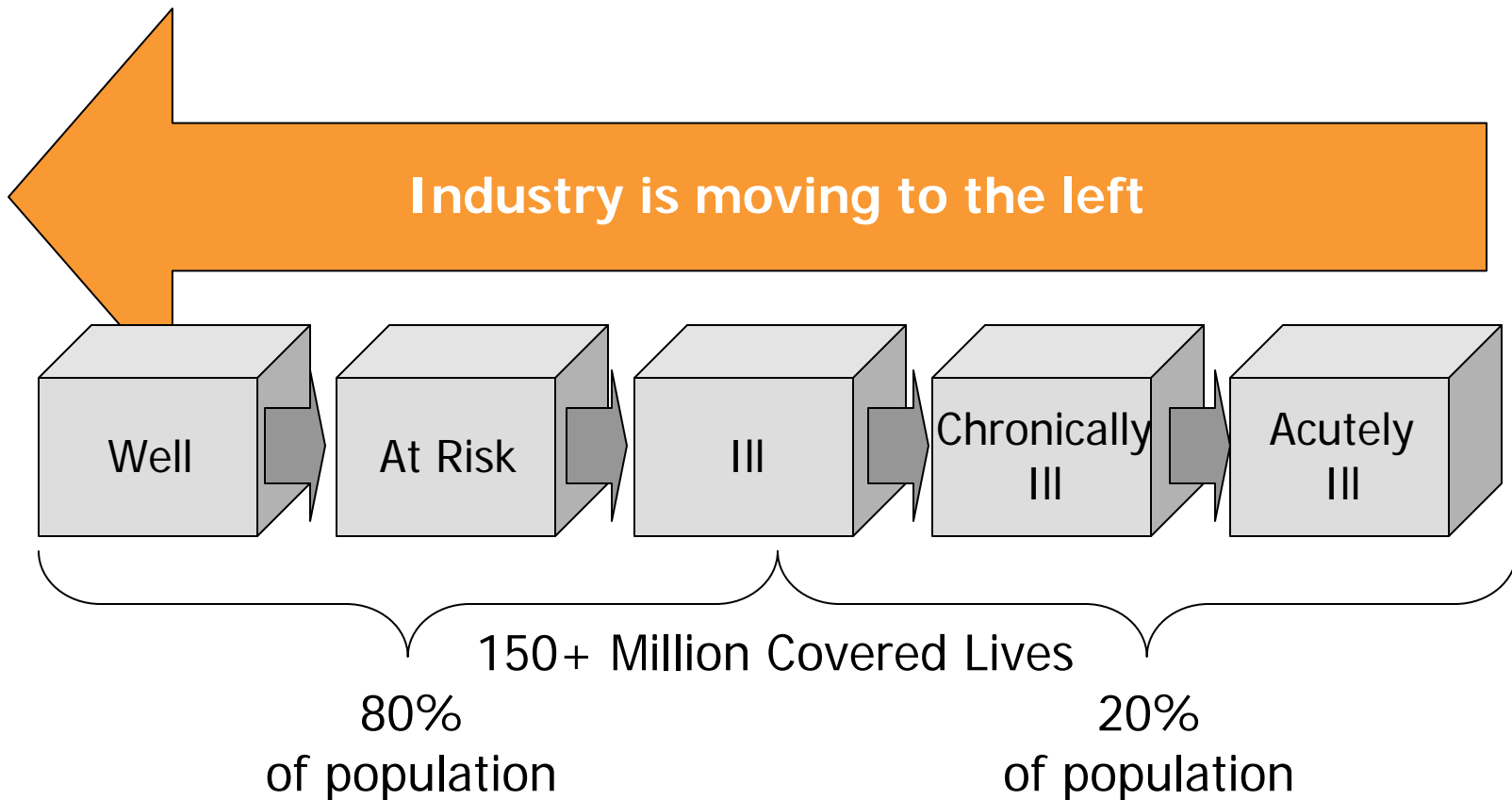


Engagement



ROI

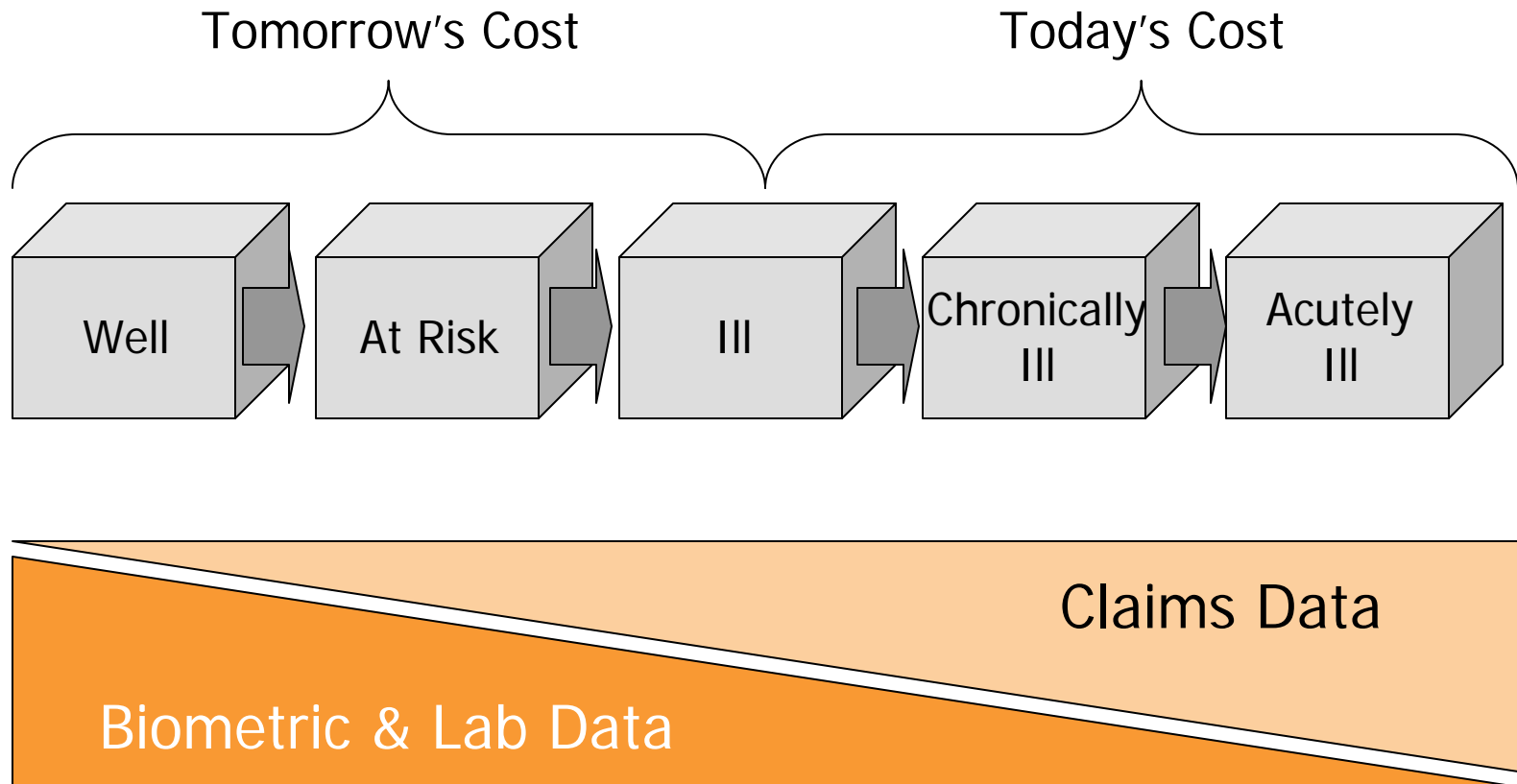
# The move to total population health management



**Bending the Cost Curve**

**Reducing Costs**

# Biometric & lab data enables the move left



## When pieces of the process are sold as stand alone products, data exists in silos

### Claims Data

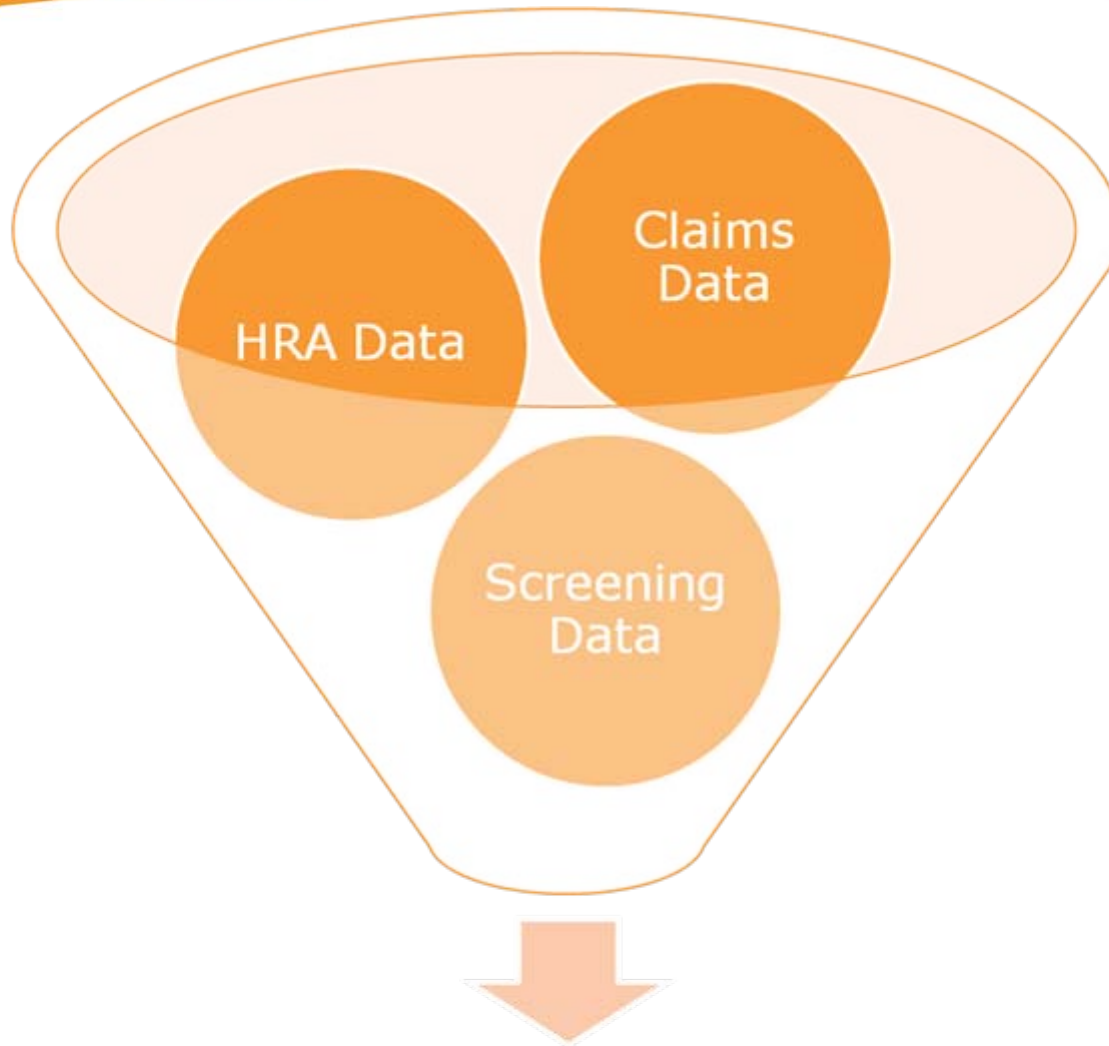
- Statin script
- ER visit

### HRA Data

- High fat diet
- No exercise

### Screening Data

- A1c = 7.5
- Trigs = 400



**Integrated data and reporting to all stakeholders is key to health management**



**All data needs to flow to all stakeholders. Only when screenings are integrated can this happen**



# Agenda

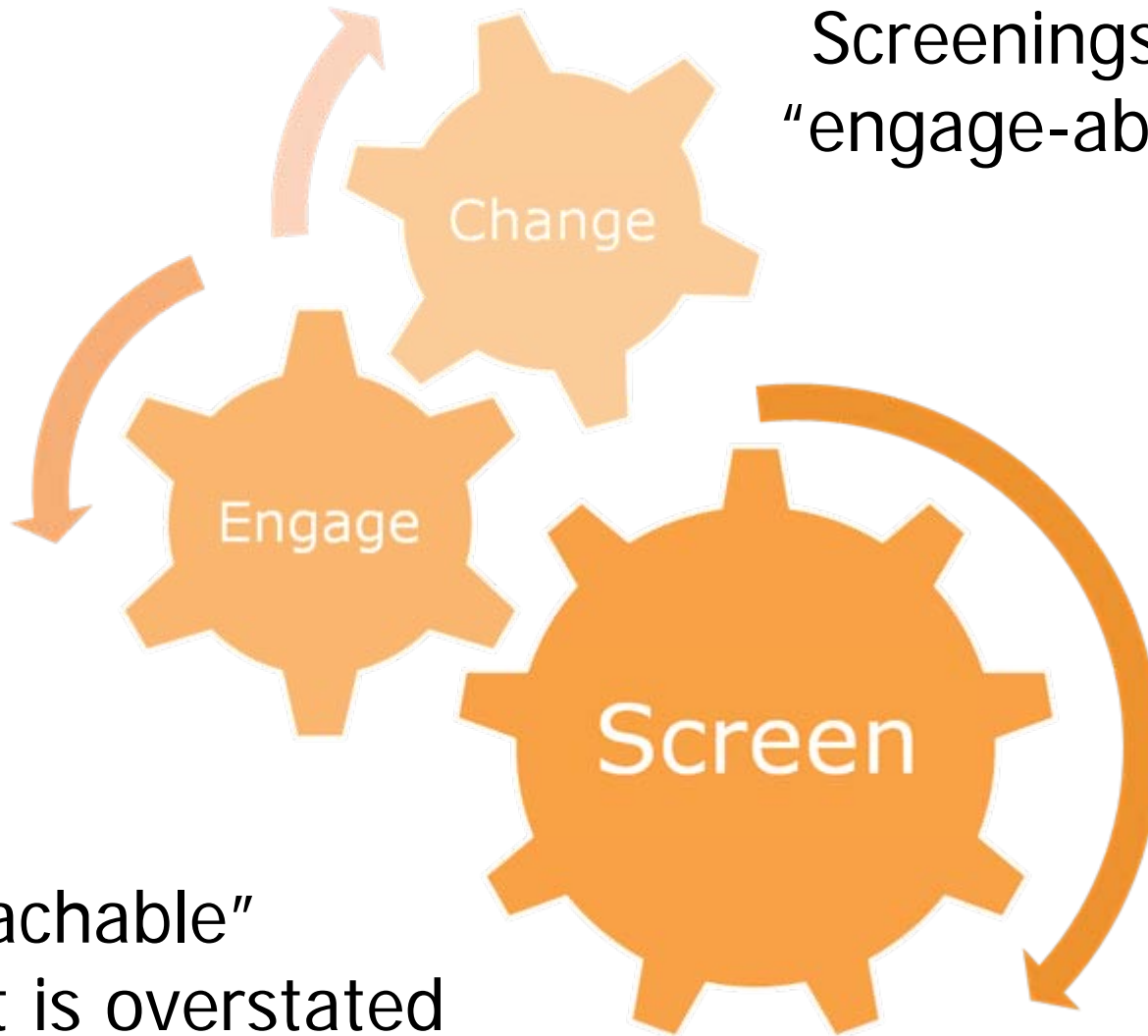


Identification

Engagement

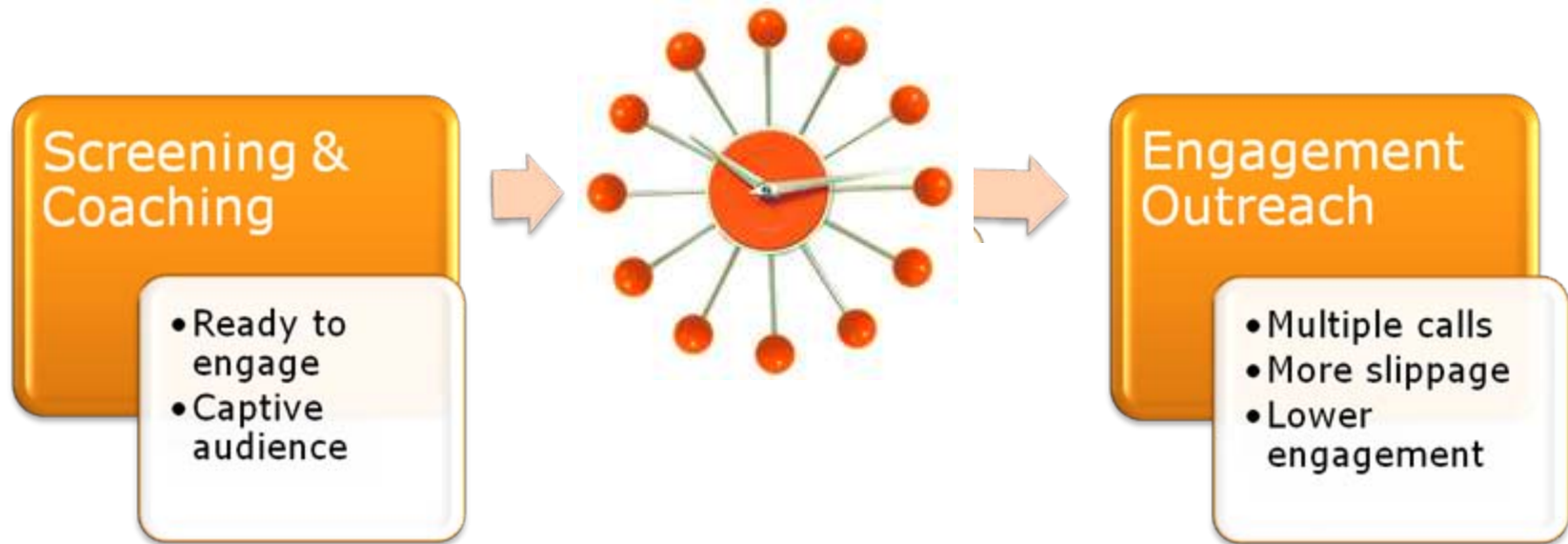
ROI

Screenings provide an  
“engage-able” moment



The “teachable”  
moment is overstated

## All too often the engage-able moment is missed



**Only when screenings are integrated into the overall process can you capitalize on the engage-able moment**

# Agenda



Identification



Engagement



ROI

**Screenings lead to other services with higher revenue and margins**



**Revenue & Margin**

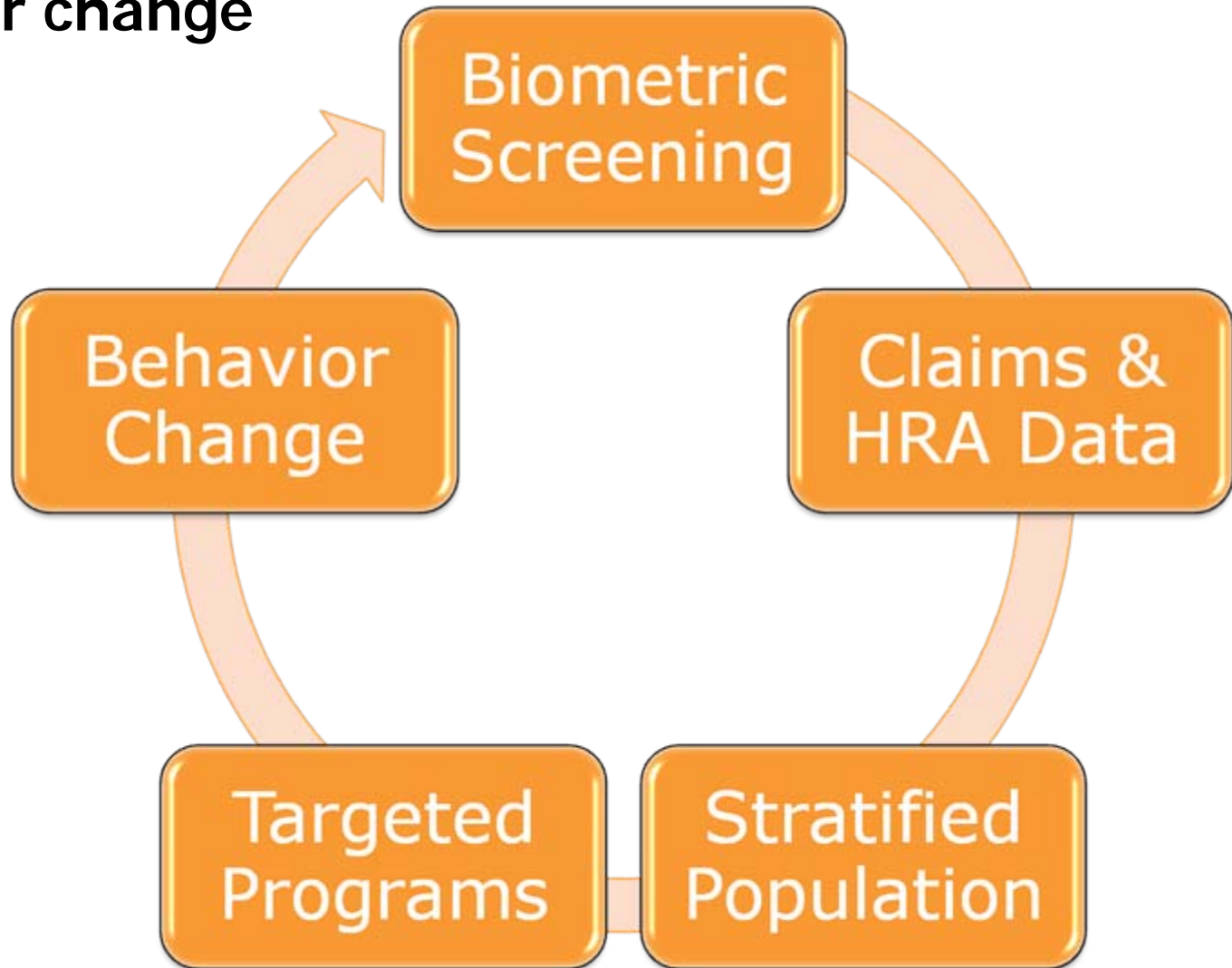
Screening  
Data

Integrated  
Information

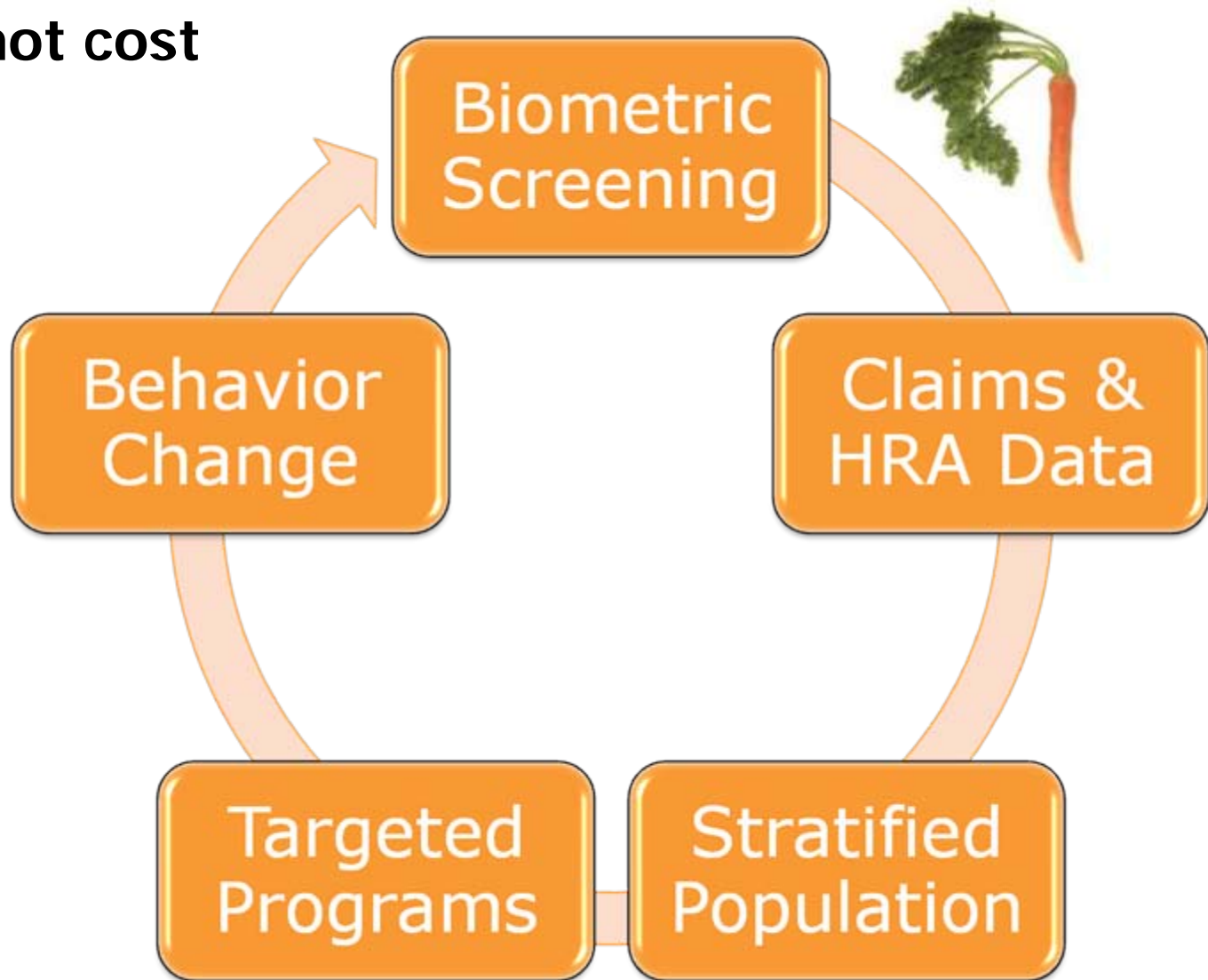
Impactful  
Action

**But are often sold as a stand alone product with their own P&L**

**There is no ROI without  
behavior change**



# Incentive can enhance ROI – not cost







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