

# Awareness That Works:

## Biometric health screenings spark 81% of screened members to engage with primary care

### The Challenge

Members won't know when it's most important to seek care without getting a pulse on their health. And organizations who don't invest in innovative ways to get members engaged miss out on maximizing their benefits strategy and detecting high-cost, high-risk conditions among their population.

### The Solution

Biometric health screenings make it easy to prioritize their health by providing accessible, convenient opportunities to do common tests that offer big insights. By pairing biometric health screenings by eHealthScreenings, a Premise Health company, with primary care from Premise, 13 organizations across the United States have boosted engagement over the long term and created new opportunities for members to get involved with their health.

### The Outcome

When members take advantage of biometric screenings offerings through eHealthScreenings, they are more likely to also engage with primary care. Of the members who received outreach from the eHealthScreenings team or their organization's wellness center within 6 months of their scheduled screening, 81% had a follow-up visit with an onsite or nearsite primary care provider within 12 months.



Building awareness around baseline health values can be a powerful motivator for starting or returning to a habit of regular care. When members make preventive care a priority, they are more likely to address mild health challenges before they become chronic or dangerous.

## Lasting Impact

When members learn about their health through a screening event, engagement with wellness centers goes up too. Wellness centers at organizations that offer both biometric health screenings through eHealthScreenings and onsite or nearsite healthcare through Premise see:

**14%**

more appointments  
in the three months  
after an event

**10%**

more appointments  
in the year after  
an event

The boost in engagement after a screening event isn't just a flash in the pan – it's an indicator that investing in activities like biometric screenings is part of an effective strategy to keep member health and wellbeing front-of-mind.

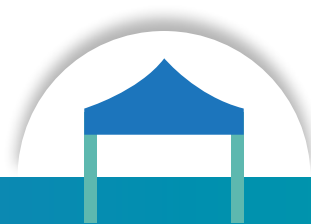
729 screened individuals among the screened member population of almost 40,000 saw results that fell outside the established range for blood pressure or glucose testing. While this only comprises about 1.7% of the full tested population, proactive intervention for these members helped them head off major health events, thousands of dollars in emergency room or urgent care visits, and increased risk of mortality.

However, even for members who receive results that fall into the established range, being able to meet with a provider to review trends over time and potential risks can be a great way to monitor their health and prevent chronic conditions.

## Keys to Success

A culture of health and wellbeing doesn't happen in a vacuum. These organizations leveraged different avenues to drive interest in biometric health screenings and sustain employee engagement with health resources, including:

- > Multi-channel promotion of biometric screening events, including flyers, kick-off meetings, and internal champions
- > Total population outreach that is segmented to exclude employees who have already scheduled their screening
- > Active outreach to members by health center team
- > Participation incentives, including enhanced insurance plans, PTO/wellness days, flexible savings account contributions, or cash bonuses
- > Multiple scheduling options, including online, phone, paper, and Human Resources-assisted
- > Presence of health center team onsite at screening events to answer questions, promote services, and schedule appointments
- > Leadership support for biometric screening programs
- > Structured follow-up that identifies out-of-range results quickly for documentation and outreach
- > Access to affordable, convenient primary care available at onsite or nearsite wellness centers for members who want support for their test results



When organizations are dedicated to driving awareness around their screenings, it pays off: Those that offered incentives, completed outreach, and had a booth representing their health center at a screening event had a **14% year-over-year increase in primary care utilization** compared to the overall average of approximately 10%.

# Engagement + Care = Better Together

Biometric health screenings provide a simple, convenient, and affordable way for members to gain an understanding of how to improve and protect their health. When members have that awareness, they're more likely to take advantage of employer-backed health resources like onsite or nearsite primary care, locking in the value for employers, getting ahead of serious conditions, and saving lives in the process.

## The Study

Premise Health and eHealthScreenings conducted an analysis of employers within our shared book of business, including over 40,000 unique lives across 13 organizations in a variety of industries and geographic regions. Organizations were analyzed through their full tenure as an eHealthScreenings client. On average, clients had one-year tenure with eHS and nine years of tenure with Premise.

### Industries represented:

- > Finance
- > Public administration
- > Manufacturing
- > Hospitality
- > Wholesale
- > Retail



**Let's talk about what you need, and how we can help.**

premisehealth.com | 844.407.7557

Premise Health. 