

HealthCheck360 Pain Points, Clues & Triggers

Identify Pain~Show the Gain	Conversation Starters: Tell me a bit about your wellness solution. Is it effective at reducing your health costs? If unsure we should talk.	Triggers: HC360 has a unique, cost effective program that delivers verifiable results!	
Pain Points "Overcome Inertia"	Questions for Clues to Uncover Pain	Sales Trigger Responses	
Lack of Management Support of Program	How's the support from upper management	HC360 has a financial strategy that gets the attention of the CEO/CFO	
No Budget	Is your budget adequate for getting the results you want?	HC360's has a financial strategy designed to be cost neutral	
Limited Interest	What is the interest level? If poor, why is that?	HC360's 5 step best practices fosters participation, engagement and results	
Health Costs Still High	Is your health spend increasing? What is your Trend Rate?	HC360 can analyze and compare your trend to your industry and make recommendations	
Unkown Health Risks Among Employees	How are you identifying all health risks for all employees?	HC360's system is very effective at engaging the unhealthy as well as the healthy	
Little Change in Employee Health Behavior	How effective is your program at engaging the 20% of the population with the highest health risks who have high costs?	HC360 provides consulting on effective incentive models and health coaching services for appropriate behavioral interventions	
Low Participation	What is your strategy for motivating participation?	HC360 has a corporate wide 84% participation rate with many clients above 90%	
Lack of Employee Awareness	What is your participation rate?	If less than 90%, HC360 can help	
Skeptical of Using Financial Incentives	Do you offer incentives? What are the results?	HC360 consults on effective incentive strategies designed to evolve with program	
No Measurable Results	How are you measuring results?	Would you be interested in hearing about a financial strategy that works?	
Vendor Effectiveness	Are there any gaps in service with your provider?	On a service scale of 1-10; 1 being Poor - 10 Being Excellent how would you rank provider	
Vendor Communication	How would your rate the service & support of your provider?	HC360 will provide you with a dedicated account manager to provide excellent service	
Vendor Compliance with HealthCare Reform	How comfortable are you that your plan is in compliance with the new Health Care reform rules on Wellness programs?	HC360 Manages All Facets of Program Compliance; Incentive Consulting & Reporting, HIPPA Compliance, Reasonable Alternative & Waiver Process, SPD Language	
Program Sustainability	What is your strategy for motivating participation?	HC360 provides a turn-key program including a dedicated account manager to consult with for program challenges and activities. Access to an interactive web portal with personalized content.	
Wellness Alignment with Benefits Plan	Do you feel that your wellness program is in alignment with your employee benefits plan?	Single largest reason for an ineffective program; HC360 coordinates with EB Broker	
Competitors	Located	Industries Served	Elevator Pitch
Bravo Wellness	Cleveland, OH	All for profit and NFP organizations are candidates for a wellness program. Business clients with high turnover is the only red flag.	HealthCheck360 is a nationally recognized health management company that provides a unique, cost effective wellness program with verifiable results. HC360 consults with organizations having 100+ employees. We assist in the development of a strategic plan with an evolving incentive strategy to match the changing needs and outcomes of your health risk management program. HC360 provides a dashboard for executives to effectively manage their wellness program. Our strategic goal is straight forward, manage your wellness program like you manage your business - with employee accountability, goal achievement, teamwork & more predictable outcomes.
Healthways	Franlin, TN		
Interactive Health Solutions (IHS)	Schaumburg, IL		
StayWell Health Management	St. Paul, MN		
Virgin Pulse	Farmingham, MA		
Viverae	Dallas, TX		