

HealthCheck360° 4-Step Value Proposition

Targeted Prospects

Step 1: Describe Impact of Business Value

Actions	Benefits
Presentations	Differentiate Offering
White Papers	Competitive Advantage
Case Studies	Overcome Inertia

Step 2: Provide Predictive Value & Model ROI Impact

Actions	Benefits
Health Risk Migration	Benchmark for ROI
Claims Cost Analysis	Quantify ROI
Productivity Measurement	Reduced Absenteesim

Step 3: Deliver Value

Actions	Benefits
Variance Analysis	Justify Purchase
Identify Missing Value	Thought Leadership
Swift Corrective Action	Control Solutions

Step 4: Share Value

Actions	Benefits
Grow Trust	Increased Satisfaction
Share Risk	Increased Loyalty
Services Roadmap	Increased Revenue

Defined Clients

Overcoming Do Nothing Strategy


Targeted Prospects

Shorten Sales Cycle & Increase Close Ratio

Defined Clients

For a Plan Proposal Call or Email:

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HealthCheck360° Five Step Best Practice For a Successful Health Risk Management System

Step 1: Identify – Health Risks for All Participants

- Broad panel blood draw provides 25+ test results
- Nicotine testing included with every participant
- No minimum screenings with national coverage

Step 2: Measure – Objective Information Only

- Easy to read and interpret proprietary 0-100 individual health scorecard
- Self reported HRA data is independent of score ; leads to better cost predictability
- System correlates aggregate scores with clinical value health risk buckets
- Stratified health scores/clinical values highly correlated to claims cost

Step 3: Motivate – by Rewarding Progress Not Perfection w/Incentive Designs

- Expert consultation on incentive structure and design
- HIPAA & ACA compliance consulting & incentive eligibility reporting
- Reasonable Alternative Standard & Waiver process management
- 2-5 year strategic plan to mature the program as risks and needs change

Step 4: Mitigate – Health Risks with Data Driven Engagement & Programming

- 82% participation rate across HealthCheck360's total population
- Utilization of participant's unique data to customize intervention
- Multimedia engagement programs driven by individual data
- Customized challenges & programs; mobile app and FitBit Integration

Step 5: Manage – with Custom, Client-Specific Reporting

- Develop agreed upon benchmarks to measure and track success
- Analysis on incentive design/communication/penetration efficacy
- Track activity for health coaching/online utilization/program management
- Break down individual risk factors showing total program efficacy
- Comparison of claims vs. wellness data to determine targeted health risks
- Repeat participant migration analysis with year-over-year scorecard

Transparent Pricing:

- No setup fees
- No fees for claims integration
- No data delivery fees – Client owns their data
- No nicotine-test fees