

Increase participation with Reach™ Marketing Services

Gain greater engagement in your wellness program with Quest Diagnostics.

Research shows that communication is a key factor in driving employee participation in wellness programs.¹ Quest Diagnostics offers Reach™ Marketing Services to help you market and promote your wellness program to your employees and dependents.

Reach Marketing Services give you the option of customizing our standard templates or creating fully customized communications that will help you achieve your screening program's participation target easily and cost effectively. Biometric screenings are the foundation of your wellness program. Reach Marketing Services can help drive stronger participation that sets your program up for stronger engagement and greater success



Our customizable marketing tools and services help clients:

- Reach more employees and dependents more frequently
- Increase awareness
- Drive greater participation in wellness programs





“The marketing support we received from Quest Diagnostics was a very positive experience. They offered us quick and collaborative development of materials that helped drive our program's participation.”

— Wellness Program Lead at American Airlines

Utilizing email contacts to drive participation and engagement



Participant Emails Statistics from 2016

1,630,773 emails were sent to participants on behalf of clients

29% opened the emails (26.1% average industry open rate)

6.4% clicked the scheduler link (3.5% average industry click rate)

54% of those who clicked scheduled their biometric wellness screening appointments

Basic Reach Marketing Services: Participant Emails

Basic Reach offers a proven method of increasing participation by using customizable email templates to send regular email reminders that generate more scheduled appointments. Email is one of the most productive and measurable ways to engage employees. We have consistently demonstrated the positive impact of email reminders on behalf of other clients. In 2016 we outperformed email campaigns for other healthcare organizations, with our open and click rates being above average for the industry.² We're ready to help you attain the same objective-greater employee participation in your wellness program.

Email templates are designed to address the objectives that clients tell us are important to them and their programs' success:

Prompting employees to schedule their screening appointments	Reminding employees who have not yet scheduled to complete this important task regularly	Tracking effectiveness in triggering appointment scheduling
Screening is the first step in promoting health improvement in your population, providing the insight they need to begin making healthier choices	Offering enough templates for multiple, relevant touch points throughout your program, and providing multiple areas of customization so each message is unique to your program	It's important to know that your participants are opening and reading your message, as well as scheduling and completing their screenings so they can attain the valuable data to help influence change

Each standard template becomes your company's own unique communication focused on your wellness program. We can add your logo, your company name, your program details and dates, and incentive information to create personalized touchpoints with your eligible participants. With a variety of templates to choose from, create a custom timeline of communications to be sent on your company's behalf.

Further customization of emails may yield additional charges. Talk to your client engagement specialist or account manager for more information about what emails are available for your program.

Employees know every next step with our turnkey marketing tools

Quest Diagnostics offers ready-to-use marketing collateral that can effectively speak to the screening process and guide participants through the steps to schedule their biometric screenings online.



“Your Wellness Experience” flyers: This simple one-page flyer provides an overview of the participant experience including important information regarding the confidentiality of their screening results.

Scheduling Instructions: Instructions and screenshots walk your participants through the registration and

scheduling process, with versions available to reflect only the screening options you’ve selected for your program.

Frequently Asked Questions (FAQ): Our FAQs include the most common participant questions, and provides ways to customize the document with your company’s name and program specifics.



Internet Ads: We offer two 660x400 pixel images you can place on your Intranet web pages to direct your participants to the scheduler site for registration, scheduling, and more information.



Event Posters: Our event posters can be posted weeks before onsite events to announce the “when and where” of your onsite event, as well as provide a URL to schedule their appointment. On the day of the event, these same posters can be posted to direct participants to the right locations.

Table Tents: Common office areas including the lunchroom are often a great place to post relevant information regarding benefits and deadlines. Our table tent is an 8.5x11, half-fold document you can personalize and place in common areas to drive biometric wellness screening awareness and scheduling.

Sample Email Content: Even though Quest Diagnostics can provide email communication on your behalf, internal messages from leadership or HR can also be beneficial for engaging your employees. That is why we offer nine sample email messages that you can modify and send to your population.

Modifiable templates you can use as your program kicks off

Quest Diagnostics also provides modifiable templates that can be used to promote participation, from scheduling their screening to attending an event. These templates are available in PowerPoint files so you can update each file with specifics of your program.



“How to Complete Your Wellness Screening” flyers: With Quest Diagnostics you can choose more than one way for your participants to screen: Onsite Events, Quest Diagnostics Patient Service Centers (PSCs), or Physician Results Forms. Information

along with instructions for scheduling and completing each type of screening are included in the “How to Complete Your Wellness Screening” flyer.

Quest Diagnostics Patient Service Center (PSC) screenings

PSC Employer Reference Guide: When your program includes the PSC screening option, be sure to ask your Program Specialist for the PSC Employer Reference Guide. This one-page front and back guide give you all the information you need on screening at a PSC, including Service Center contact information and Employee PSC FAQs.



Is it time to let our staff work with you to develop communication plans to support your wellness program?



Tools for success

All clients have an opportunity to increase participation in their wellness screening program by supplementing their current marketing with components of our toolkits.

Marketing Toolkit

The Marketing Toolkit is a handy resource to help you kick off your wellness program. It provides initial guidance around evaluating needs and asking the right questions to develop the communications strategy that works for your program. From there you'll find marketing collateral designed to provide more information on the scheduling and screening processes for your participants including modifiable templates.

Having executive “champions” within an organization is also an effective method of demonstrating a company’s commitment to wellness.

Leadership Toolkit

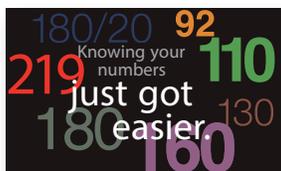
Quest Diagnostics also provides employers with a Leadership Toolkit, which includes key messages and talking points for different management levels (Senior Management, Benefits Directors, Mid-Management and Supervisors) so that a consistent and effective message is communicated through all levels of your organization.

Timely participant feedback

After a participant has completed their screening and results are ready, they will receive a “Results Are Ready” email that notifies them that their results can be viewed online. This email includes a link to our Participant Satisfaction Survey so we can gather timely feedback to help gauge participant satisfaction with our screening experience. This feedback provides valuable insights and opportunities to improve screening processes and enhance the participant experience.

Customized solutions and campaigns

Our staff will work with you to develop communication plans to support your wellness program. After an assessment and consultation, clients can access existing tools and templates represented in our Basic Reach Marketing Services, or choose to utilize our fee-based Premium Reach Marketing Services.



Premium Reach Marketing Services

The enhanced Premium Reach Marketing Services includes additional marketing and custom solutions including the following options:

- Personalized marketing timeline and calendar of marketing deliverables and tactics
- Additional marketing efforts including emails or direct mail*
- Continued marketing consultation throughout program and follow up reporting

Through Premium Reach Marketing Services, we can also customize our generic participant email templates to make them specific to a company’s wellness program to promote awareness and participation. Your client engagement specialist will work closely with you and our marketing staff to ensure timely email communication is delivered throughout the program.

For more information about Reach Marketing Services, visit QuestForHealth.com or call 1.800.654.7824.

¹Well on the Way: Engaging Employees in Workplace Wellness, Benefits at Work Series, A Colonial Life White Paper. Columbia, SC: Colonial Life & Accident Insurance Co.; Fall 2012.
²Industry click and open rates from 2016 Email Marketing Metrics Benchmark Study. IBM Marketing Cloud; 2017.