Vision: to empower better health with diagnostic insights.

While more than half of Quest’s eligible population participates in yearly biometric screenings, Quest knew they could achieve higher participation and engagement with a targeted marketing strategy.

Background: managing a diverse workforce.

Challenge: increase participation within job families that have historically low participation rates.

Solution: use a targeted marketing strategy to increase the number of people who complete a Blueprint for Wellness biometric screening.

- Targeted imagery by job family
- #NowIKnow testimonial campaign featuring success stories of employees in diverse roles
- Shift-based email timing so employees receive communication during working hours
- Talking points for huddles and screen graphics in all locations to target those without frequent access to email
- Communications such as email templates and town hall presentations created to increase leadership support
- Dedicated privacy flyer detailing how privacy is protected to help overcome this participation hurdle

Total screened = 37,494

- All are eligible to complete a screening
- Medical plan-enrolled are eligible for incentives (employee and spouse/domestic partner)
**Results:** Quest saw an increase in year-over-year participation for all targeted job families.

![Bar chart showing participation increase across job families](chart)

- **Evening/Night Shift**
  - Year 1: 5,694
  - Year 2: 6,171
  - Increase: 8.4%

- **Patient Services**
  - Year 1: 8,516
  - Year 2: 9,090
  - Increase: 6.7%

- **Technical Lab Services**
  - Year 1: 5,012
  - Year 2: 5,213
  - Increase: 4%

- **Specimen Processors**
  - Year 1: 2,129
  - Year 2: 2,254
  - Increase: 5.9%

- **Logistics/Couriers**
  - Year 1: 2,352
  - Year 2: 2,470
  - Increase: 5%

Note: Based on participation data from 2016 and 2017.

Your population matters! Let us help you create a marketing strategy personalized to your employee population. Ask your Account Manager or email BlueprintMarketing@QuestDiagnostics.com for more information.