

SEPTEMBER 2010

WE HAVE IT ALL!

The fall season is here.

- **FLU CLINICS**
- **OPEN ENROLLMENT**
- **HEALTH FAIR S**

These busy annual enrollment times are a great opportunity to make individuals more aware of their health. It is a balancing act to put it all together and at Heart Screen, we know what works!

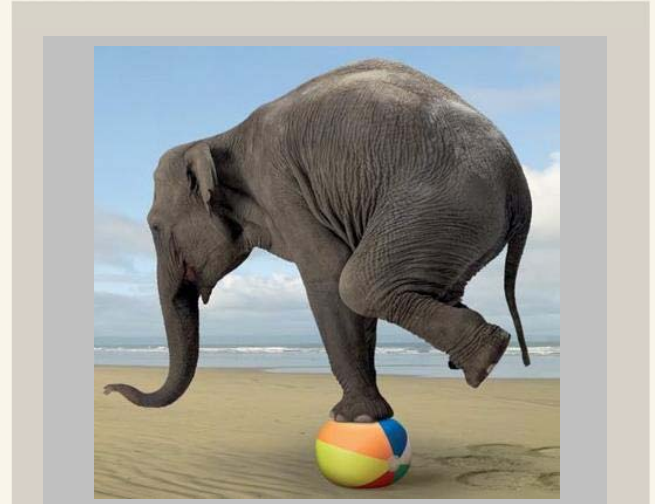
TEAMWORK

Heart Screen will work with you and your wellness committee to plan the best event for your group, closely working with your insurance provider. We assist you in choosing a variety of services. Making it more interesting is our specialty.

Counseling is the most important aspect of these events. Heart Screen's staff summarizes the individual's results for the day and coaches them to better utilize their health provider's benefits such as health assessments, disease management, weight control modules, diabetes, blood pressure and smoking cessation programs. This immediate feedback is most useful to get individuals to be more proactive about their health.



Finally, our aggregate reporting summarizes your group's needs and enables you to cost effectively plan for future events based on each location's needs—not an across the board plan.



FALL (SEPT. TO DEC.) IS A BALANCING ACT

INVOLVEMENT

Many people dismiss crucial opportunities to take the necessary steps to maintain a strong and healthy lifestyle. As a result they suffer from many health ills including diabetes, high blood pressure and heart disease.

Heart Screen focus I is to assist on minimizing these barriers through health awareness and education and improving the significance of a healthy lifestyle.

When employees participate in the health screening and choose to take a health risk assessment (HRA), they become actively engaged in their health and make changes that will affect their long term health goals.

HEART SCREEN

631.842.1122

SEPTEMBER 2010

- We have it all!
- Teamwork
- Involvement
- 7 steps to Encourage Participation
- Heart Screen' Program List

ENCOURAGING PARTICIPATION

Every company has events, and some have a harder time than others getting their employees to participate. How to encourage employee participation at health fairs so that they are well attended can be tricky for some. Here are some successful strategies and approaches.

1. Make sure the events are well promoted. Be sure to send out notices to each and every employee with a list of screenings and services available.
2. Encourage the CEO to send a letter to each employee to encourage employee attendance. The CEO's endorsement is essential to the success and participation of this event.
3. If there are plans for a total wellness program and this is the kickoff, make it know that there will be a provide a suggestion box and then encourage input from employees and let them know that their opinions will be taken into consideration in future planning.
4. "Serve food and they will come".
5. Contact your insurance, EAP and other benefit carriers to participate and offer giveaways and plan information. If they are unsure about how they can help, give them some ideas.
6. Goody Bags. Give something to everyone as they arrive. We suggest a bag to collect their information from each station, a pen, consent forms, health fair passport and general information, perhaps a floor map. Instruct them that they can enter the big raffle when they have completed the screening circuit. As participants complete the activities at each booth, give them a token of some sort (i.e. Raffle ticket) Once they have visited a predetermined number of booths, screenings or activities, they are eligible to receive a prize or a ticket for a bigger raffle drawing.

Research shows that incentives can increase participation by 12%-35%. They also help encourage proactiveness and long-term change of

BIOMETRICS

- Cholesterol
- Glucose
- BMI Including Ht & Wt
- Blood Pressure

FITNESS SCREENINGS

- Aerobic Conditioning
- Body Fat Testing
- Body Mass Index (BMI)
- Grip Strength
- Flexibility

ADDITIONAL ON-SITE TESTING

- Auditory Screening (Hearing)
- Blood Pressure
- Bone Density
- DUEyes Simulator Goggles
- Glaucoma
- Grip Strength
- Hepatitis Screenings
- Lung Function & Lung Age
- Metabolic Testing (Weight Management)
- UV Photo
- Visual Acuity

WOMEN'S & MEN'S HEALTH

- PSA For Prostate Cancer
- Thyroid (TSH)
- Bone Density

STROKE PREVENTION

- Arterial Stiffness Index
- Carotid Artery
- Blood Pressure
- Workshops

EDUCATIONAL

- Health Coaching
- Wellness Wagon
- Lunch 'n' Learns

STRESS REDUCTION

- Massage
- Reflexology
- Aromatherapy
- Yoga Workshops
- Tai Chi Workshop
- Stress Reduction Workshop
- Smoking Cessation
- Anger Management

NUTRITIONAL PROGRAMS

- Weight Management
- Wellness Wagon
- Cooking Demos
- Rate Your Plate
- Nutrition and Hypertension
- Controlling Diabetes

HRA's (Emailed And On Line)

ADJUNCT SERVICES: Health professionals offer free services such as neck and back screenings, foot and ankle screening, vision, etc.

CONTACT HEART SCREEN TODAY.