


# Onsite Biometric Screening Communication Timetable

Best Practice Timing	Date <i>Use best practice timing to add date</i>	Action Items	Tips and Resources
16 weeks before first event		<b>Virgin Pulse &amp; Client:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Review communications options and best practices.</li> </ul>	
12 weeks before first event		<b>Virgin Pulse &amp; Client:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finalize communications plan and campaign selections.</li> </ul>	
4–6 weeks before first event		<b>Virgin Pulse &amp; Client:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finalize content for all assets.</li> </ul> <b>Virgin Pulse</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Submit cases for custom offline assets if needed (for example, table tent, postcard or rewards guide).</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Templates are in the Biometric Screenings Toolkit.</i></li> <li>• <i>For VP custom communications, create case for pdfs no later than 3 weeks before due and create case for print and ship assets no later than 5 weeks before due.</i></li> </ul>
2–3 weeks before first event		<b>Virgin Pulse</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Submit cases for VP custom comms email(s) and in-app message(s).</li> </ul>	
		<b>Scheduler Opens</b>	<ul style="list-style-type: none"> <li>• <i>4–6 weeks before the first onsite event. Ensure scheduler is live before deploying communications.</i></li> </ul>
Day after scheduler opens		<b>Virgin Pulse:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Deploy screening sign-up email and in-app message.</li> </ul> <b>Site Contact:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Add events to VP Platform event calendar or announcement card.</li> <li><input type="checkbox"/> Put up posters, digital signs to promote appointment sign-ups.</li> <li><input type="checkbox"/> Promote in social media channels, intranet, etc.</li> <li><input type="checkbox"/> Facilitate deploying leadership message.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Templates are in the Biometric Screenings Toolkit.</i></li> <li>• <i>For VP calendar or announcement card, segment messages to reach local populations. These can be added by main client contact, or if many events, admin tool permission can be given to site contacts to add.</i></li> <li>• <i>For posters, digital signs and internal channels, leverage screening site contacts, wellbeing champions and, if applicable, VP onsite team members to promote at site.</i></li> </ul>
1 week after scheduler opens		<b>Site Contact:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Deploy email promoting health screening event and link to scheduler.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Template is in the Biometric Screenings Toolkit.</i></li> </ul>
3 weeks before event		<b>Virgin Pulse:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Deploy screening sign-up reminder email and in-app message.</li> </ul> <b>Site Contact:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Post reminder on internal communication channels.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Template is in the Biometric Screenings Toolkit.</i></li> <li>• <i>Best practice timing is 3 weeks before first event because final screening counts are due 10 business days before the event.</i></li> </ul>
2 weeks before event		<b>Site Contact:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Print handouts for day of event. Distribute to multiple site locations as needed.</li> </ul>	



## First onsite screening event

