



Biometric Screening Engagement Tips

General

- Promote all screening options throughout the year.
- Show leadership support for screenings with the email template in the [Biometric Screenings Toolkit](#).
- Leverage wellness champions to promote screenings on site (posters, social, promote in meetings).

Onsite Biometric Screenings

- Make the event FUN! Have a theme, provide water and healthy snacks such as fruit or granola bars (especially for those who have been fasting), and offer giveaways or drawings for attendees if your budget allows.
- Allow employees to attend during work hours if possible.
- Offer screening events during different times of the day for shift and hybrid employees.
- Consider having a screening event that coincides with your health or benefits fair.
- Aim to have screening events in convenient and easy-to-find locations, yet ensure the location allows for privacy at the screening stations. Have signage to help employees and spouses (if applicable) find the event room.
- Three weeks prior to the event, monitor event enrollment and send reminder communications before the expected participation number is finalized 10 business days ahead of the event. For events with high enrollment, consider adding more appointments or screening events.
- Promote the wellbeing program at screening events. Hand out flyers such as the rewards guide or feature guides.



Communications

- Use communications campaigns available through Virgin Pulse to promote screenings via multiple channels with clear and engaging messaging.
- Use templates in the [Biometric Screenings Toolkit](#) to get the word out about onsite screening events using announcement cards and posting on social media, company intranet, and internal communications platforms such as Teams, Slack, Yammer, etc.
- Use the editable posters and digital signs in the toolkit to help promote onsite biometrics screenings at the work site.
- Include screening reward and deadline information in communications to provide extra motivation for employees to complete a screening.
- Deploy screening emails to everyone eligible for the wellbeing program, not only enrolled members.
- Add screening events to the Virgin Pulse platform calendar. Events can be localized so they are only seen by chosen location(s).
- Employees have different motivations for completing their screening (to check in on their health, earn rewards, etc.) so try different messages to see what appeals to a wider audience.
- Promote screening options in open enrollment and new hire materials.

Hard-to-Reach Populations

- Promote screening events with offline communications (posters, digital signs, table tents, etc.) in high-traffic areas at the work site.
- Have in-person announcements by leaders or wellness champions at department or team meetings.
- Consider postcards for employees and spouses who are hard to reach with email communications.
- Use registration stations or paper sign-ups, and have registration help available for employees who may need assistance.