Healthy WorkLife
an online resource for Wellness managers

Show Your Employees What's In It For Them

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By Scott McClintock, Chief Marketing Officer, Alere Health



Health is a very personal thing. It's not just about compliance, taking the right meds or clinical values. Health is a lifelong journey that is impacted by a person's preferences, values and culture. Often, what can make the difference between a negative and a positive health outcome is a personal connection.

So many healthcare services out there are doing all the right things from a clinical perspective, but they lack a personal touch. That's why at Alere, we came to believe in personal health support – a personalized approach to care that emphasizes a trusting relationship with a caregiver, in this case a nurse or a health coach.

We saw that a personal connection was more likely to lead to a positive outcome. We realized that if our caregivers focused on getting to know the person, what's going on for them emotionally, mentally and physically, before moving on to address specific health issues, that trust was more likely to develop. We knew if trust were present that the person would be more likely to take the advice of our caregivers, and we were right. We have seen numerous success stories with people who improved their health and quality of life over time due to this valuable relationship.

Take Wayne Miyamoto for instance. He is a 56-year-old year old man, who joined our health coaching program a year ago. He's lost 24 pounds and his physician has told Wayne that he is healthier than his physician has seen him in 15 years. Listen to what Wayne says about the relationship with his health coach.

Sell the Value to Your Employees

If you want to improve your engagement and participation rates, consider creating a communications campaign that focuses on the value your employees can receive from a confidential, trusting

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relationship with a caregiver. Make sure they understand that the relationship is not just about learning how to take steps to lose weight or eat better.
It's about having a safe personal connection with someone who they can open up to about their feelings, worries and insecurities, a caring person who is there to listen and offer guidance and emotional support. Here are some ways you can spread the word:

- Emphasize the value of the personal relationship with messages in your internal newsletters and wellness program communications.
- Feature articles about employees who have had positive experiences with health coaching. Include quotes by these employees in your enrollment communications.
- Send out a series of emails reminding employees about the value the relationship can bring to their lives. In each email, stress a different benefit they will receive from the relationship.
- Post blurbs, quotes and success stories on your intranet and drive your employees there with email announcements.
- Ask your leaders to lead town hall meetings to discuss the value of the personal relationship and ask employees to share their experiences in front of the group if they feel comfortable.
- Use flyers and posters in strategic places throughout your company.
- Send postcards and mailers.

Everyone agrees that the best step toward better health is to change poor behaviors and amplify good behaviors. But it's challenging to get people to do change without relationship-based understanding and trust. A personal connection can go a long way in inspiring people to make small changes in their personal lifestyle choices that make giant changes in their overall health and quality of life.



About the Author

Scott McClintock has led Marketing for Alere Health since January 2007. He has more than 20 years of marketing and communications experience, including leadership positions with major corporations and advertising agencies. Prior roles include Head of Global Marketing for Premiere Global Services and Head of Branding, Marketing and Communications for Equant (now Orange Business Services).

Scott has also served in top leadership positions for several advertising agencies including BBDO, Ogilvy & Mather, Rubin Postaer, and WayneWest. Scott earned his bachelor's degree in both marketing and computer science from the University of Texas, Austin.

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