

House Calls

Don't leave your consumer mindset behind when creating B2B health care content



Andy Jacobson, HealthFitness
Director, Strategic Communications

 **HealthFitness.**
A Trustmark Company

● What (I hope) you'll learn

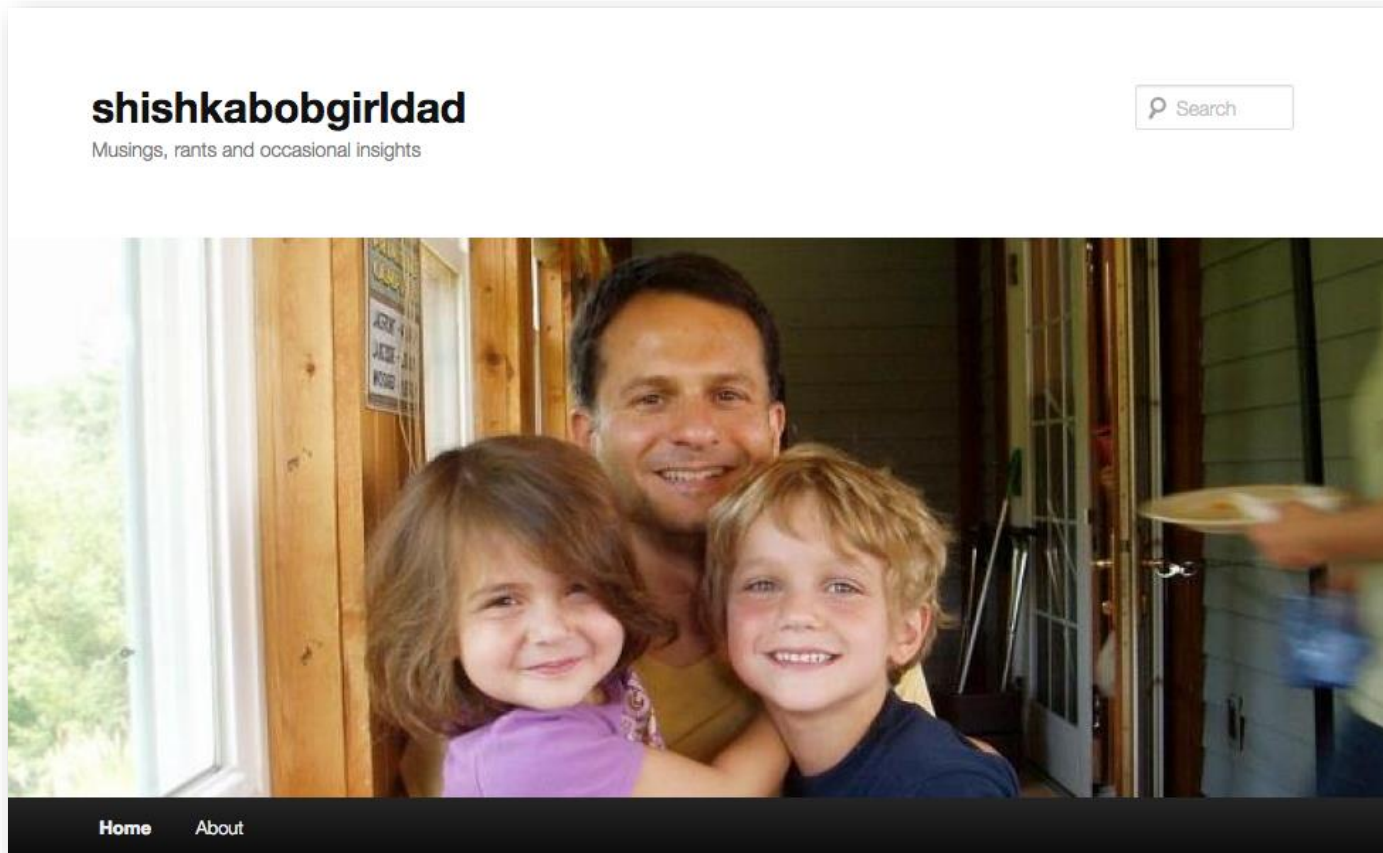
How to:

Treat everyone like a consumer

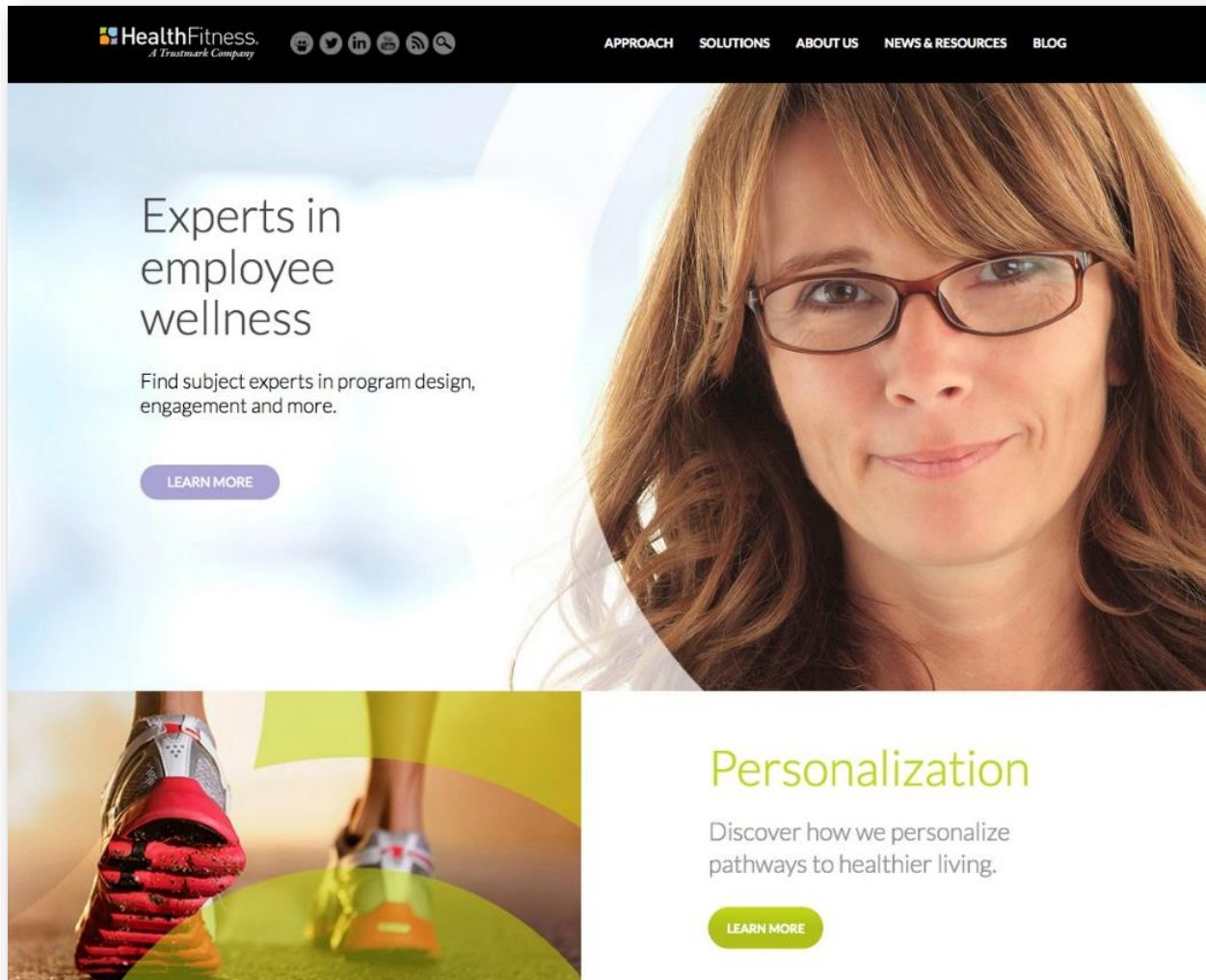
Use your blog as a media relations tool

Look beyond the numbers when sharing results

● Enough about you; let's talk about me



About HealthFitness



The screenshot shows the HealthFitness website homepage. The header is black with the HealthFitness logo (a colorful square icon followed by the text "HealthFitness. A Trustmark Company") on the left. To the right of the logo are social media icons for Facebook, Twitter, LinkedIn, YouTube, and RSS. Further right are navigation links: "APPROACH", "SOLUTIONS", "ABOUT US", "NEWS & RESOURCES", and "BLOG".

The main content area is divided into two sections. The top section features a large, circular portrait of a woman with long brown hair and glasses, smiling. To the left of the portrait, the text "Experts in employee wellness" is displayed in a large, dark font. Below this, in a smaller font, is the text "Find subject experts in program design, engagement and more." A purple button with the text "LEARN MORE" is positioned below the text.

The bottom section features a close-up image of a person's feet wearing red and white running shoes, stepping on a green surface. To the right of the image, the text "Personalization" is displayed in a large, green font. Below this, in a smaller font, is the text "Discover how we personalize pathways to healthier living." A green button with the text "LEARN MORE" is positioned below the text.



● A look at the landscape

The evolution of health care
and health care marketing

● The health care evolution

from this ...



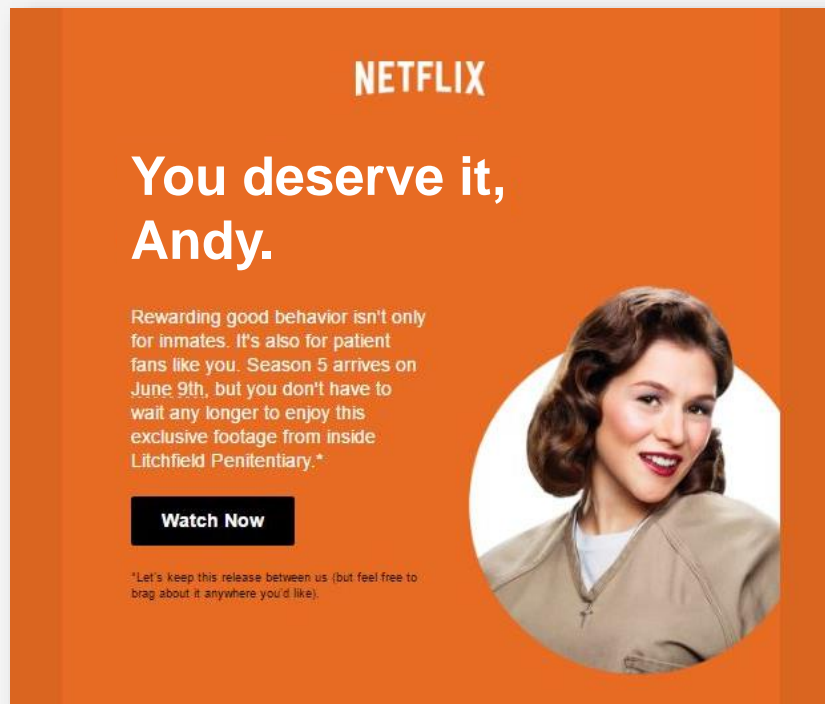
● The health care evolution

... to this

- WebMD
- Teledoc
- MinuteClinic



- We've changed and our expectations have changed along with us



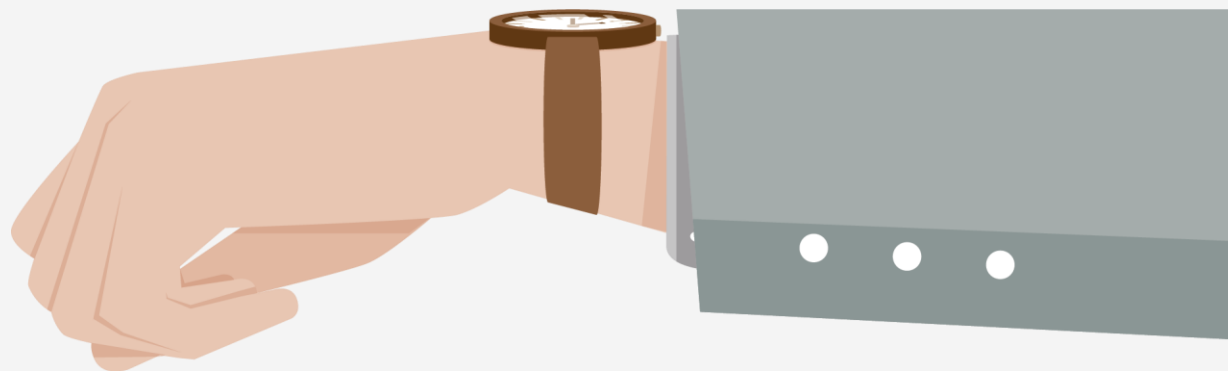
hulu

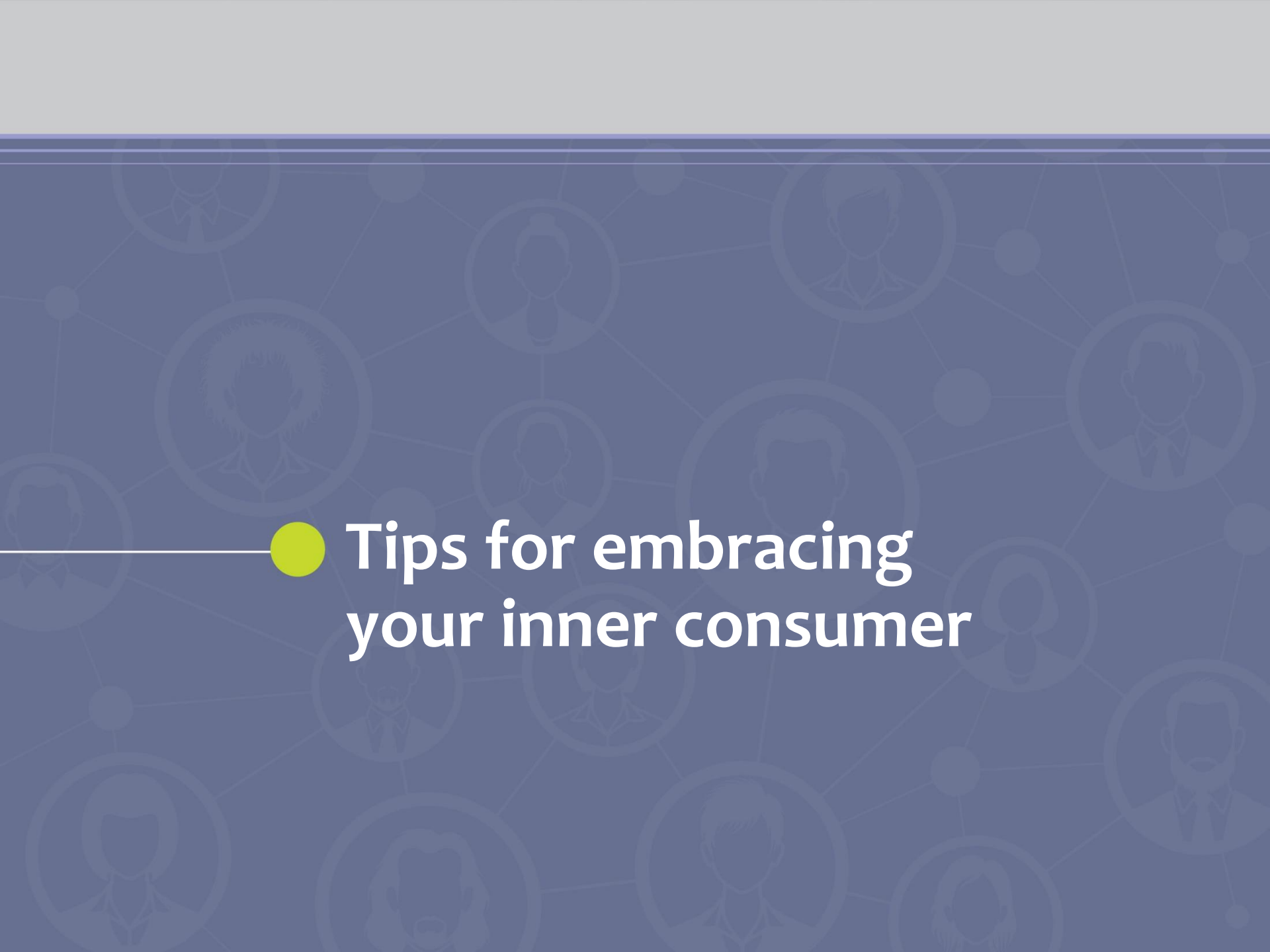
NETFLIX

amazon.com
Prime

Zappos
.com
POWERED by SERVICE™

**TIME
OUT**





● Tips for embracing your inner consumer

- Don't expect your audiences to check their influences at the door



Own your experiences
(and biases)



● Segment your audience

WHO

- Influencer or those who influence the influencer
- Established or need all the help they can get

WHERE

- Figurative hangouts
- Level of social media and technological sophistication

HOW

- Reach them where they are
- Don't let the perfect be the enemy of the good
- Know when to give up

● Create a content checklist

- Does it meet the intended objective?
- Will it be generated as the result of a strategy or need a strategy once it's generated?
- Will anyone care?
- Does it include a call to action (CTA)?
- Is it evergreen; does it have a long shelf life?
- Can it be relatively easily leveraged?





● Case study:
Leveraging health
coaching research

**Enhance awareness of HealthFitness
as a provider of service excellence**



Objectives

**Feed and nurture sales by initiating
and sustaining conversations**



Strategies

- Utilize content as a means to communicate our mission: *Improving the health and well-being of the people we serve*
- Integrate multiple communications channels around thoughtful, strategically sound content
- Repeatedly leverage content, using it as a springboard to generate new content

● Step 1. Collaboratively review and evaluate research



● Step 2. Develop blog posts based on research



It's personal: Health coaches help create a personalized participant experience

Posted on Jan 16, 2017 | Written by Cherie Buraglio | Comments (0)

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We recently conducted [research](#) on wellness program participation, although crucially important, is only one piece of the puzzle. Part of a personalized experience. And programs that can offer this personalized experience, can attract and keep participants active. [Research](#) shows that a personalized approach is needed to drive participation. According to our survey, almost 75 percent of wellness program participants...

[Read More >](#)



Health coaching: Employees' loss is your gain

Cherie Buraglio | Comments (0)

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ts, health coaching offers a personalized approach to wellness program participation and a win-win for your gain. Health coaching, considering how various companies have found that, based on our survey, 30% of our client participants...



Coaching participation measurably impacts healthy behaviors

Buraglio | Comments (0)

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ts that a personalized approach is needed to drive participation. According to our survey, almost 75% of wellness program participants in their health, wellness and fitness program and "live" experts—like our coaches and specialists—who provide one-on-one support for their specific needs. This personalized support, is leading to measurable...



Research: 70 percent of medical cost savings comes from employees using health coaches

Posted on Mar 23, 2017 | Written by Cherie Buraglio | Comments (0)

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The latest buzz in the world of corporate wellness has been focused primarily on technology—from sport watches and health monitors to fitness apps and sleep trackers. Companies are rightfully seeking ways to integrate these new technologies into their wellness programs, hoping to drive stronger employee participation and engagement. Even though we're hopeful, we know there is no surefire approach when it comes to supporting our employees' health and well-being, which is comprised of physical, social, emotional, financial and environmental dimensions. And... [Read More >](#)



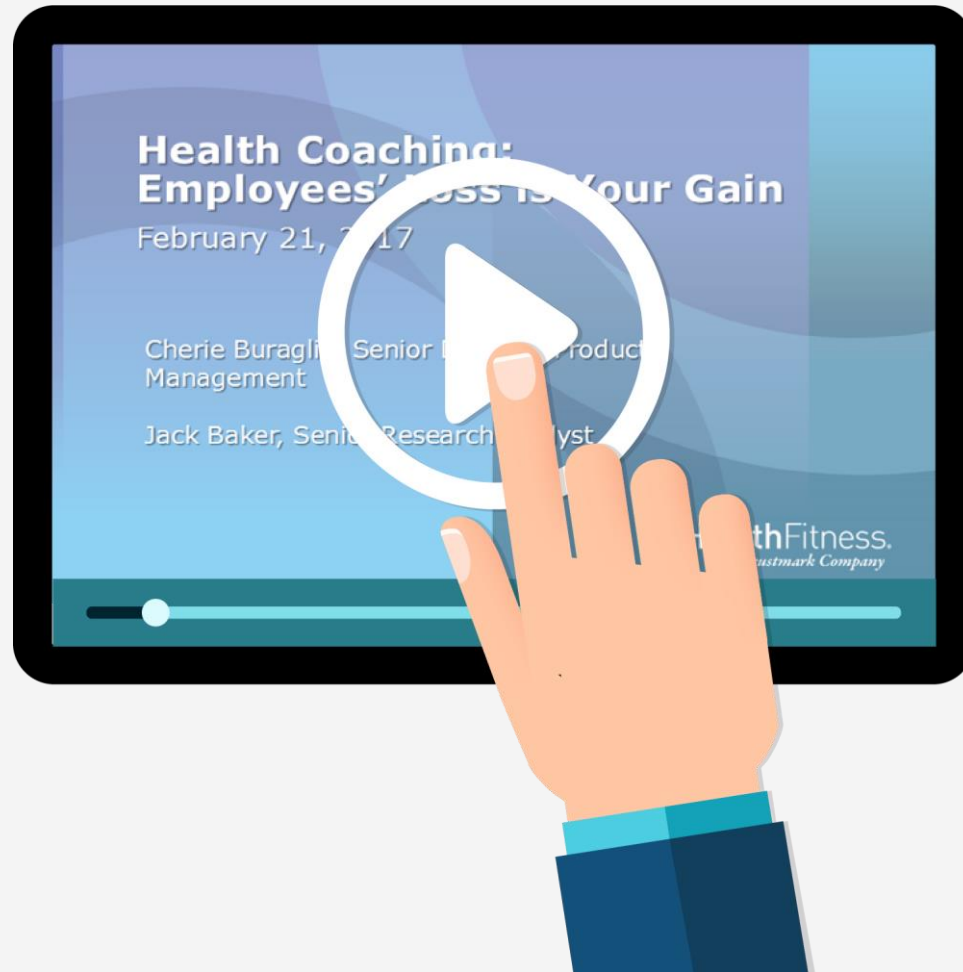
Health coaches offer the right kind of butting in

Posted on Apr 18, 2017 | Written by Andy Jacobson | Comments (0)

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I put smoking behind me more than 20 years ago, stubbing out a bummed cigarette and deciding I would never again smoke another. And I haven't, but I've been tempted. Despite everything I know. The Centers for Disease Control and Prevention (CDC) notes that cigarette smoking is the leading cause of preventable disease and death in the United States, accounting for more than 480,000 deaths every year, or 1 of every 5 deaths. But those figures don't necessarily motivate the millions... [Read More >](#)

● Step 3. Present research in webinars



Step 4. Leverage content as PR opportunities



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FOR IMMEDIATE RELEASE

New Research Demonstrates Participation in Coaching Moves the Needle
Research finds that among clients, health coaching offers measurable cost savings, health behavior improvement, risk reduction and high satisfaction

MINNEAPOLIS February 7, 2017 HealthFitness recently conducted [research](#) on wellness program participation and found that technology, although crucially important, is only one piece of the puzzle. Participants are seeking a highly personalized experience. And programs that can offer this personalized experience, along with innovative technology, can attract and keep participants active in the wellness program.

The research demonstrated that among clients, health coaching offers measurable costs savings, satisfaction and participation.

ebn

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Health coaches drive wellness program participation

Conference Benefits Forum and Expo

Views is social media putting employees' health, safety at risk

Health coaches drive wellness program participation

By Nick Otto

Published March 10 2017, 2:08pm EST

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Wellness programs
Employee engagement
Wellness

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Simply having a comprehensive wellness program doesn't mean employees will get it. But rather than embracing all the new technology and tools available in an attempt to drive participation, employers might want to consider what employees really want out of a wellness program: A highly personalized experience.

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Three Ways Health Coaches Can Jumpstart Corporate Wellness

by Andy Rice | Mar 27, 2017



70 percent of medical cost savings comes from employees using health coaches

APR 10, 2017 | BY CHERIE BURAGLIO

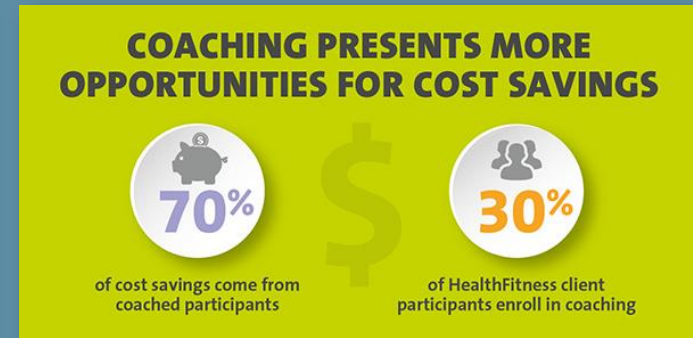
SHARE THIS STORY



The latest buzz in the world of corporate wellness has been focused primarily on

LEARN ABOUT GUARANTEED INCOME OPTIONS FOR BETTER RETIREMENT OUTCOMES

● Step 5. Share content via social media



● **Step 6:** Extend reach through
in-person presentations

And extend your
thought-leadership
opportunities



● Use your metrics to tell a story

Comments

I just read an article in *Employee Benefits News* about HealthFitness. I am a benefits broker and have a client headquartered in Durham, NC with about 3,000 employees and another client here in Savannah, GA with about 1,200 employees. Both currently have wellness programs but are looking to get greater and more measureable results. I would like a proposal for both of these clients. Thanks.

Occupation

Human Resources or Benefits Executive

Comments

I am interested in learning more about your Corporate Wellness Solutions.

Occupation

Health or Wellness Plan Administrator



Comments

We will be sending out an RFP to manage 6 on-site fitness centers for our employees. We would like to include HealthFitness in the group of potential vendors.

Occupation

Human Resources or Benefits Executive

● In summary

Remember that we're all consumers

Consider your blog posts means, not ends

Tell a story with your results



● Q&A



Please stay in touch

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About HealthFitness

- HealthFitness, a Trustmark company, is an award-winning provider of
- health management, corporate fitness and condition management solutions.
- With nearly 40 years of experience, it is URAC- and NCOA-accredited and
- a proven leader and partner for infusing a culture of health. HealthFitness
- maximizes client results through personalized interaction and a science-based
- approach to on-site program management, engagement and prevention.
- Parent company Trustmark provides a full spectrum of employee benefits
- to improve well-being through better health and greater financial security.
- For more information on HealthFitness, visit www.healthfitness.com.

