



# Four steps to creating a personalized health solution

Every organization's population, existing health risks and organizational goals are unique to them. So, it's important not to settle for a one-size-fits-all health solution. Instead, consider these four steps that can help create a strategy that fits the organization's specific needs and goals.

## 1 Identification

Understand the population's health and potential risk factors. If that information isn't available already, consider what's available to get it. Biometric screenings, health assessments and predictive modeling can all be useful tools.

## 2 Intervention

Armed with data about the population, it's time to develop specific health goals and to strategize about how to achieve them. When setting your goals, think about what will best fit the organization's needs, the workplace culture and employees' interests.

## 3 Incentives

Strong intrinsic motivation is the key to long-term success as people work toward their health goals. However, creating external motivation in the form of incentives can play a role as well. Incentives are an excellent way to promote awareness, spark specific actions and motivate first-time engagement.

## 4 Implementation

A strong implementation strategy takes into account each phase of the program and how long it will take to bring it to life. It will include each task that needs to be accomplished and who's responsible for completing it. You'll also need to have the tools and resources to successfully promote your program and build excitement around your launch.

### **For 25 years, ActiveHealth has been using data creatively and effectively to deliver highly personalized experiences for our clients and members.**

Innovative predictive analytics help our clients understand their unique mix of health improvement opportunities. And our strategic, collaborative team helps design health solutions that address both clinical and non-clinical barriers to improvement.

**LET'S TALK**

about how ActiveHealth can help you assess your needs and tailor a solution to fit your health goals.

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