



# Implementation Overview

*A practical guide to how the program is introduced, activated, and rolled out across an organization.*

## 1. Consultation

The process begins with a short consultation with the Good Health Geek team.

During this stage we:

- Review organizational goals and priorities
- Discuss rollout options and participation strategies
- Confirm the program package and timeline

Some organizations choose a simple digital rollout, while others prefer a structured internal launch or wellness event.

## 2. Activation

Once the program is confirmed:

- Printed Companion Guides are shipped to the organization
- At-home screening kits (via 5Strands) are delivered for internal distribution
- A dedicated company program page is activated

This page serves as the central hub for employee access to the program.

## 3. Employee Access

Employees access the program using a company-specific link or QR code provided in the printed companion guide.

The company page may include:

- The discovery video
- Digital companion guide
- Screening instructions
- Links to connect with a licensed dietitian
- Program resources and follow-up materials

Some organizations prefer to present the video during work hours or at a company wellness event. In those cases, employees still access the company page for resources, links, and program information.

## 4. Screening

Employees complete their screening privately at home.

- Screening kits are mailed directly to the lab
- Results are sent directly to the employee via email
- Employees may optionally share results with a dietitian for guidance

Screening results remain private between the employee and the lab provider.

## 5. Support & Reinforcement

Depending on the program package selected, organizations may receive additional engagement layers throughout the year.

These may include:

- One additional screening round or bi-annual screening options
- Three Quarterly Boost Videos
- Quarterly and monthly engagement emails

These reinforcement elements help maintain awareness, encourage participation, and extend the educational impact of the program over time.

## 6. Participation Analytics

To help organizations understand engagement levels, Good Health Geek provides:

- 6-month participation insights
- Year-end participation summary

These reports provide a clear overview of program engagement across the workforce.

Flexible Rollout Options

Organizations can introduce the program in several ways depending on internal culture and scheduling:

- Self-paced digital rollout
- HR-led internal launch
- Video presentation during work hours
- Wellness event or team session
- Hybrid rollout combining live and digital access

Good Health Geek can assist organizations in selecting the rollout approach that works best for their teams.

