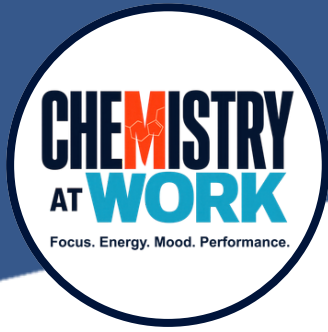




Implementation Overview

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:

- Program Rollout Kits with instructions for implementation are sent to HR
- A dedicated company program page is activated
- Printed Companion Guides are shipped to the organization
- Employees receive either 5Strands kits or Quest lab instructions, based on the selected program

The company 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

Program includes several screening options

- Screening kits are mailed or completed locally, depending on the selected program
- Results are sent directly to the employee via email
- Employees may optionally share results with a medical professional or 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:

- 3 Workday Rhythm Checks (served at 4 month intervals)
- Year-end participation summary

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

7. 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.

