

Quest[®]

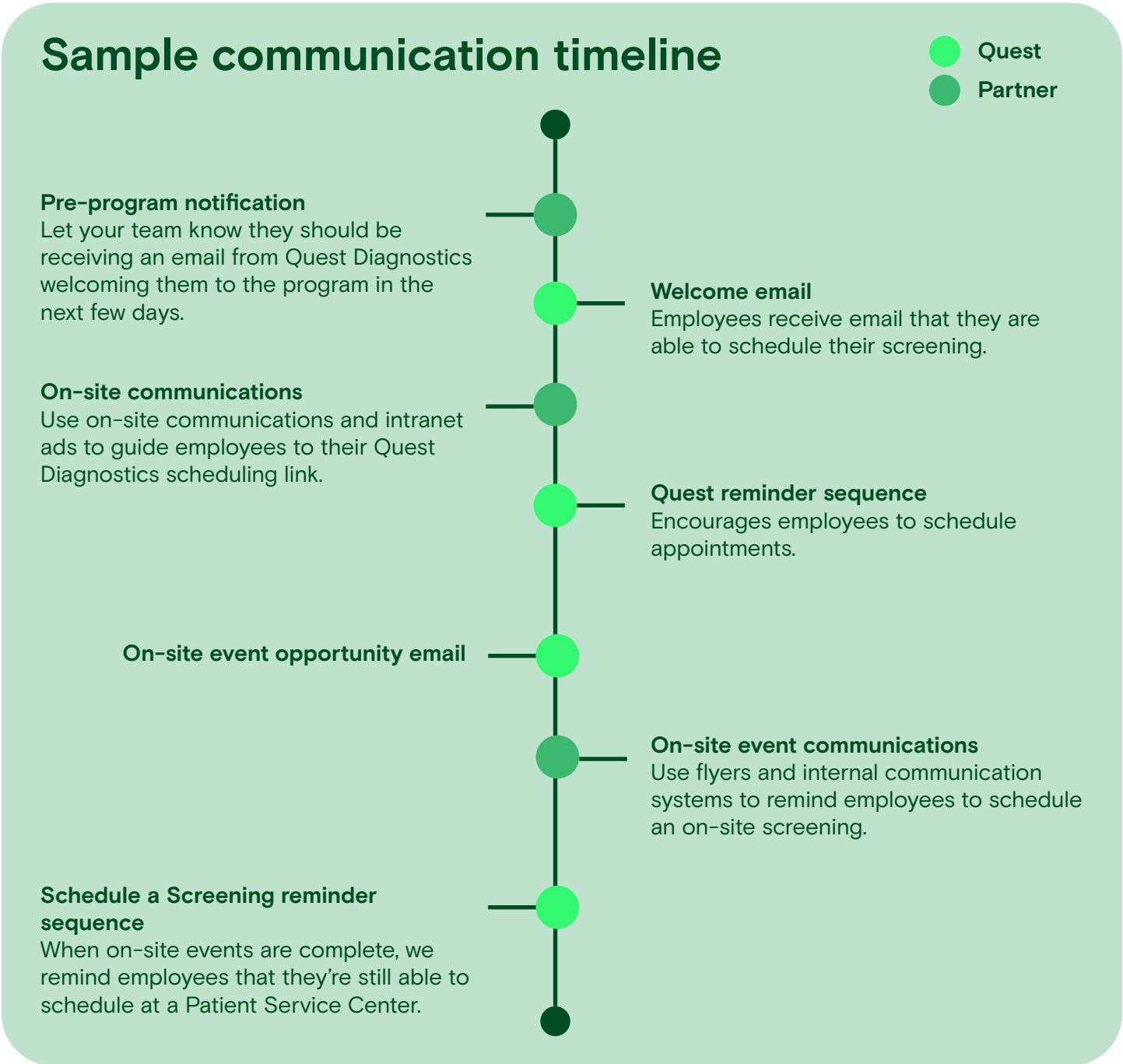


Marketing Services Toolkit

We want to make your program with Quest Diagnostics as successful as possible. Experience has shown that partners who provide internal communications alongside Quest Diagnostics program communications see a higher utilization and success rate.

To set you up for success, we provide a Partner Marketing Toolkit. The materials enclosed in this toolkit are designed to help you market and promote your well-being program to drive participation. Some materials can be personalized to fit your program needs. To do so, contact your Account Manager.

The timeline below is a sample of Quest communications and how they can be paired with the communications outlined below.



Flyers for on-site events and instructions for scheduling your screening are available to be personalized. Your Account Manager is able to provide those to you during implementation.

Partner communication pieces

Below are materials available for you to market your offering from Quest Diagnostics. After clicking on the link, click “download” in the pop-up window to download the content and save it to your computer. From there, feel free to add in information about your program, such as date and time, and use as needed.



Transform your health

Schedule your screening today!



Take charge of your health by scheduling a screening

When:
Time:
Where:
Registration Key:
Unique ID:

Register today!
Visit MyQuestForHealth.com and schedule your appointment. If you're unable to register online, please call 1.866.623.9355.

Remember to fast
It's best not to eat or drink as you usually do for 9-12 hours before your screening. Drinking plain water is fine. Take any regularly scheduled medications as usual.



Screening promotion flyers: with the time(s) and date(s) of your on-site screening(s)

How to: Print and display before your on-site event to promote registration and scheduling

Spanish versions



Transform your health

Schedule your screening today!



What screening participants are saying:

"I had normal BMI, glucose, and waist measurements. But it's not your appearance that matters, it's your numbers. My screening gave me the knowledge I needed to take action and prevent a type 2 diabetes diagnosis."

- Kyles, Product Implementation Manager

Take charge of your health


3 in 5 US adults have avoided or delayed in-person healthcare during the pandemic¹

67% of Americans have a chronic health condition, and nearly 1 in 3 say their condition has worsened since the pandemic began²

2 in 5 Americans are concerned that they may have an undiagnosed health condition³


We're here to help you own your health. Visit MyQuestForHealth.com and schedule your screening today!

“Why Screen?” flyer: Print or email this flyer with statistics and testimonials that encourage participants to find their reason to screen



Transform your health

Schedule your screening today.



At an on-site event

On-site events make it easy and convenient to complete your screening.

Schedule an appointment at MyQuestForHealth.com

- Use Registration Key
- In the Wellness Screening section, under On-site Event, select Make an Appointment
- You will receive an email when your results are ready to view online

At a Patient Service Center (PSC)

Quest Diagnostics has nearly 2,000 PSC locations nationwide.

Schedule an appointment at MyQuestForHealth.com

- Use Registration Key
- In the Wellness Screening section, under Patient Service Center, select Schedule a Screening
- If you schedule an appointment, you may be required to make an appointment upon check-in
- You will receive an email when your results are ready to view online

With a physician

If you can't go to an event or PSC, complete your screening with a physician.

Download a Physician Results Form at MyQuestForHealth.com

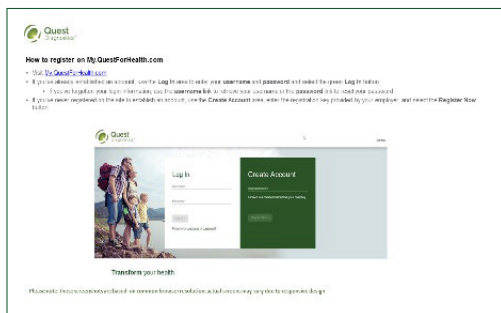
- Use Registration Key
- Ask your doctor to complete it using recent lab results (they may charge a fee for this)
- Include all required screening values and signatures
- Upload or fax the form to Quest Diagnostics by QDATE (HEDIS)

Take charge of your health.

How to complete your screening flyers: These personalized flyers give step-by-step instructions for getting screened at an on-site event, Patient Service Center, with a Physician Results form, and/or by Self-collection.

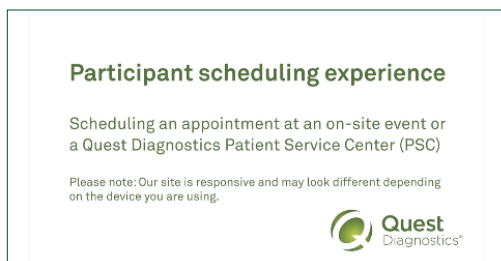
Note: Each flyer is personalized based on the specifications of your program. To receive this flyer, connect with your Account Manager.

Suggestion: Print or display these at on-site events to promote alternate screening options to walk-in participants.



Instructions with screenshots: Modifiable PowerPoint documents

- **Registration instructions**
- **Scheduling instructions: On-site event appointment**
- **Scheduling instructions: PSC appointment**
- **Scheduling instructions: Physician Results form**
- **Scheduling instructions: Self-collection materials**
- **Mobile registration and scheduling instructions**



Instructional videos:

- Registration
- Scheduling an appointment (On-site Event or PSC)
- PSC experience
- On-site event experience
 - fingerstick or venipuncture
- Physician Results form
- Self-collection with Quest Activate
- Viewing results



Informational videos: These videos help participants understand the importance of screening

- Why should I complete a screening
- Why screen? Spotlight videos
 - Glucose
 - A1c
 - Blood Pressure
 - HDL

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