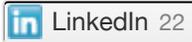


# THE LIGHTNING BOLT EFFECT + BIOIQ

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**Know your numbers**—you’ve heard it before. But do you?

What you don’t know can definitely **hurt you**. (Sorry.)

In fact, the vast majority of people who don’t know their numbers **underestimate their risks for preventable conditions**.<sup>1</sup>



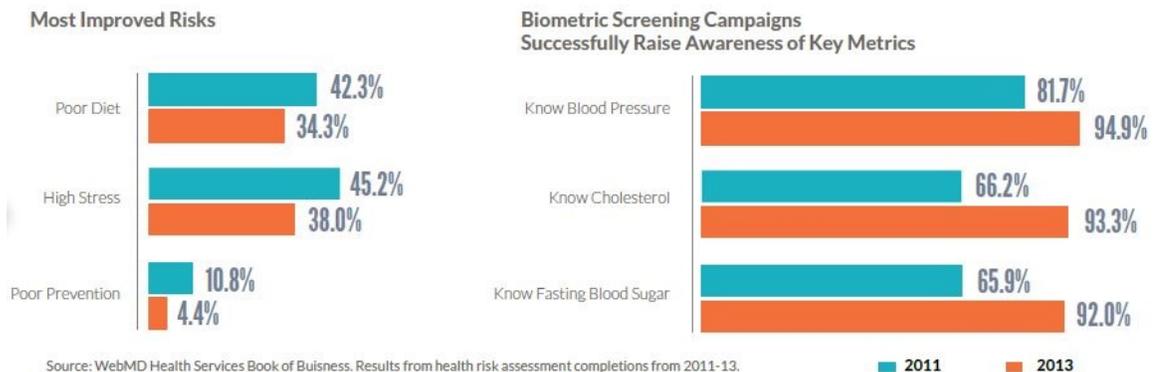
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That’s why we’ve just partnered with **BioIQ**, a company that’s using technology to make the most of biometric screenings.

We’re big fans of **biometric screening in the workplace**. It’s an easy, convenient way for everyone in a company to know their numbers—and feel a rush of motivation to turn them around.

That’s what we call the **Lightning Bolt Effect**, a sudden, surprising wake-up call that inspires us to make real change.

One of our clients, a health system, significantly **raised awareness of health metrics** and **lowered key risks** after organizing a series of biometric screenings.



At onsite screening events, participants receive their results and coaching **on the spot**. It's the perfect combination of fast results and actionable next steps.

## Trust Matters

We know biometric screenings work, but they're relatively new and **many people are hesitant** about getting screened at work. Common concerns include:

1. Where will my information wind up?
2. Will my employer know I have diabetes now?
3. How will my information be protected?
4. Could I be fired?
5. Why does my employer want to know this stuff in the first place?

### Reasonable questions.

The truth is that **employers don't have access to the specifics of anybody's health**—they only see aggregated data that don't personally identify any individual.

But **that can be a hard message to communicate** when biometric screenings are sponsored directly by the employer. WebMD's trusted brand helps our clients' employees see that **screenings aren't being conducted by their employer**. And thanks to our **industry-leading security and privacy practices**, they can feel confident that their results will stay private.

With the combination of WebMD Health Services and BioIQ, our clients can provide **life-changing screenings** that their employees **trust**. Good news all around.

1. Bränström, Richard; Yvonne Brandberg (2010). "**Health Risk Perception, Optimistic Bias, and Personal Satisfaction**". *American Journal of Health Behavior* **34** (2): 197–205. ↩