

Marketing services



Engage employees and increase participation in your health screening program

Research shows that communication is a key factor in driving employee participation in wellness programs.¹ Quest Diagnostics offers Reach Marketing Services to help you market and promote your wellness program to your employees and dependents. With Reach Marketing Services, all you are provided with the self-service, standard customizable templates available with Basic Reach. This includes our standard marketing toolkit, leadership toolkit, and automated emails with suggested send dates.

For organizations looking for a fully customized marketing experience including personalized that reflect your brand and culture, the choice should always be Premium Reach.

With Premium Reach, you are provided a marketing consultation call to discuss program goals, needs, and desired outcomes. You can select up to 8 items from the Premium Reach Marketing Catalog to be customized by Quest's Marketing team. Throughout the program, Quest also checks in via periodic calls to help with strategic communication discussions and assess the need for further materials.

When a limited number of custom marketing materials is needed, Quest also offers A la Carte Reach to provide these services. Ask your Account Manager for more information on Premium and A la Carte Reach services.

