

# And Can We Have It Yesterday? – A Firsthand Look at Implementation of the Platform and Portal

**CASE SUBJECT** – Inspired Perspectives LLC, FL, USA

**BACKGROUND** – Inspired Perspectives is a wellness provider to mid-market and major US employers, providing consultation and wellness products to groups ranging from 100 employees to more than 10,000. Inspired Perspectives also supplies newsletters, health tips, and other content used by major US providers. The tenets of precision, rapid delivery and motivational design are core features of the entire product line.

**OBJECTIVES** – Major employers are shifting from educational paper products to real-time interactive wellness products. Those who cannot deliver a captivating and cost-effective online program are in a diminishing market. CEO Amy Cohen recognized that her content was ideal, and though she could deliver some content online, she needed a much more effective means of delivery. She also sought to drive higher engagement and more accurately measure change.

The ability to act and react immediately is essential. As explained by Amy, “a typical employer with 10,000 on staff spends more than \$165,000 per day in health expenses. These employers don’t want to know what we can do 3 or 6 months from now. They want to know what we can do today, and when the decision is made, they expect action.”

**STRATEGY** – Inspired Perspectives contracted a platform and sold the first portal within hours, putting CoreHealth’s “buy today, implement tomorrow” promise to the test. In an initial implementation meeting, default options were selected for the technology, and a site was deployed that same afternoon. Training commenced through video education, and template content was added to enable demonstration capabilities, while also providing the base for new programs to be designed. The first portal on the site came live within hours of discussing content with the employer. Personalized training was then given to the Inspired Perspectives site administrator.

Creating a custom portal for new clients is a straight forward process. The process starts with selecting the tools the customer will use... HRAs, surveys, corporate wellness challenges, anytime personal challenges, video education, coaching... the list is extensive, but deployment occurs through simple selection. A non-technical person can select the program elements and deploy a portal in under 30 minutes. If there is no tailoring, the portal is done. If there is customization, an easy edit button enables the designer to make further adjustments.

Amy shared that Inspired clients often lead with a fun motivational challenge. “Competitions make for a great introduction to the wellness program. If the client is selecting one we’ve already built, we can be printing posters and engaging employees within a day or two.”

**OUTCOME** – “CoreHealth exceeded all expectations for precision and rapid delivery. Implementation commenced the day of the purchase and the technology was live the following day. We now have a configurable toolset and are able to deliver our unique content, motivational challenges, education, and personalized programs without the costs of custom development. We can contract a client and have their tailored portal live within hours. I also have the support of the enthusiastic CoreHealth team whenever I need them. I am very pleased.”

The majority of platforms include content that can only be turned on and off, not customized. Even so, these platforms can still take weeks to deploy. Amy’s solution from CoreHealth enables her to differentiate in the marketplace by using her own content. Her organization can deploy a contracted portal in hours leaving professionals free to focus on the program design, consultation, and other non-IT aspects of business. They can tailor without extra technology costs, immediately adapting to the needs and expectations of clients. All of this was achieved within days of contracting.