

## **Free Health Fair Screenings: Do Corporations Spend too much?**

Corporations are unnecessarily spending money on “free” health fair screenings for their wellness programs. Many corporations, knowingly or unknowingly, rely on a doctor’s office to provide their health fairs and wellness programming and this costs them big dollars on the back end.

Many doctor owned health fair companies offer enticing free services just for the honor of providing a service in general. But what many corporations do not realize is that doctors offer free services because they can bill tens of thousands of dollars to insurance companies on the back end. An example of these costly free services include total cholesterol screenings, free lunch, free lecture, massages for employees, etc.

John Buckley, President of OpenHouse Direct, Inc. said, “The only reason that a doctor’s office would offer all of these free services is that they view these as an investment in their medical practice.”

For instance, a doctor owned health fair company has bragged about earning over \$85,000.00 from a single health fair where they gave away \$1,500 worth of free screenings and food. The corporation was a 900 employee financial investment firm that did not want to spend \$14.00 each to have an independently owned health fair coordination company provide cholesterol screenings.

Buckley said, “What their CFO did not realize was those “free” cholesterol screenings actually cost their company \$425.00 each because the doctor’s office was able to bill their insurance company for inflated out-of-network medical charges after the fair.”

The main cause of this problem is that many corporations do not think that they have a budget for quality health and wellness programs for their employees. As a result, they rely on the freebies that they can receive from local doctors. “What corporations need to realize is that they are spending money on the health of their employees.” Buckley said. “They either proactively invest in the health and wellbeing of their employees or they pay 10 times the amount on the illness maintenance of their employees through increased insurance premiums.”

OpenHouse Direct, Inc. is an independently-owned corporate health and wellness coordination company that specializes in corporate health and wellness fairs. It offers national capability, promises only in-network health and wellness providers attend its events and offers competitive pricing for flu shots, blood pressure, glucose and cholesterol screenings, as well as many other preventative health screenings.