

Mobile Solutions and Social Media



The trend towards how consumers search for health-related information is going mobile at an explosive rate: more than 50 percent of smartphone users search for health-related information and 10 percent have apps to track or manage health.

According to Google, current mobile health queries represent 18 percent of total search traffic, compared to 10 percent a year ago. To meet the growing need for mobile health solutions by our customers and their employees and family members, Homewood Health is pleased to offer a variety of helpful solutions.

Health-E Multimedia Centre (member services area)

Located in the Homewood Health Member Services Area, the Health-e Multimedia Centre site contains dozens of videos and podcasts to assist with a wide range of health and wellness issues including parenting, relationships, substance abuse, as well as emotional and mental health. Mobile users can download any video or audio podcast from any location 24 hours a day.

Social Media

Homewood Health recognizes the need to engage the online communities where our customers, clients, prospects, and other stakeholders actively participate. With Facebook, LinkedIn and Twitter, we are extending our digital footprint into social media venues.

<http://www.linkedin.com/company/homewood-health>

<http://twitter.com/homewoodhs>

<http://www.facebook.com/HomewoodHealth>

E-AP App (iOS and Android)

The Homewood Human Solutions e-AP app mobilizes the resources of the Homewood Health Assistance Program for instant, anytime, anywhere access. Users have mobile access to in-depth information on a wide variety of work, health and wellness topics, interactive checklists and tools, video and audio podcasts and e-services. The single app can be used in both English (e-AP) and French (PA-e) and is free to download on any iPhone, iPod Touch, iPad, or Android device.