



# ICADE, PIONNEERING INNOVATIVE SERVICES FOR IMPROVE QUALITY OF WORKING LIFE





## INTERVIEW



**Johanna MREJEN,**  
Asset Management Director  
Tour Eqho, La Défense



**Marc LE BLANC,**  
Director of Human Resources  
Issy-les-Moulineaux HQ

**Why were you the first to take a chance on H4D's telemedicine booth?**

**M.LB:** At the time, ICADE had launched a large innovation program at its HQ. We set up several working groups to look at different aspects of the question, with the goal of meeting employee needs that may not have been immediately obvious and that required a different approach. Our ambition was to experiment and develop new ways of working while improving our productivity. Ultimately, we want to make real estate an asset for corporate culture, to make «smart» buildings that create a better work environment. This is what pushed us to offer our employees the telemedicine booth, and we were the first company in Europe to do this. Our desire to experiment also led us to encourage collaboration and create a more attractive workplace by building open spaces. We went from 25% of individual offices to open spaces for everyone, including C-level executives; this new, innovative environment was a natural home for the telemedicine booth.

**J.M:** We placed a telemedicine booth inside one of our sites at La Défense to differentiate ourselves from our competition and offer our clients an innovative and useful service that would contribute to creating a better work environment. We offer many services in the building (concierge, gym, works of art) and H4D's telemedicine booth was a perfect fit with our policy of offering valuable services to our clients.

**According to you, what is the unique selling point of H4D's service?**

**M.LB:** H4D's service enables us to live up to our corporate responsibilities. The telemedicine booth has shown its value in the feedback we've received: more people are seeking care, fewer people are taking sick leave, and there's been a marked decrease in presenteeism and absenteeism. H4D's service can be used for primary care, but also for prevention purposes (in the case of vaccination drives, for example).

**J.M:** H4D's value lies in the possibility for patients to take measurements during a teleconsultation, which makes for a more comprehensive medical experience because the patient is not simply describing an issue as in video or telephone consultations. The doctor has all the medical instruments they need to carry out a clinical examination and establish a reliable diagnosis.

“

**H4D'S SERVICE ENABLES US TO LIVE UP TO OUR CORPORATE RESPONSABILITIES. THE TELEMEDICINE BOOTH HAS SHOWN ITS VALUE IN THE FEEDBACK WE'VE RECEIVED: MORE PEOPLE ARE SEEKING CARE, FEWER PEOPLE ARE TALKING SICK LEAVE, AND THERE'S BEEN A MARKED DECREASE IN PRESENTEEISM AND ABSENTEEISM**

**What steps were involved in deploying the service?**

**M.LB:** For us, the big question was where to install the telemedicine booth. We had to choose a location that offered privacy, but we also wanted to make sure our employees knew about the service. So we couldn't place it in the lobby because people are constantly coming and going, or in an isolated corner on the ninth floor because then it would be forgotten; we needed a carefully chosen, well-adapted space. We settled on the health hub because all our employees know where it is and it provides the necessary privacy. We then raised awareness with a film, practical workshops, a press launch, and an entry in the new employee guide.

**J.M:** We chose the Tour Eqho site to deploy H4D's service because of the people that work there: usually managerial types, relatively young, with a heavy workload and who often work late nights. These employees look for flexible services that save time and help them maintain a good work/life balance. We installed the telemedicine booth next to the concierge for practicality and visibility purposes.

**Over three years since H4D's service was launched, what do you think of the solution?**

**M.LB:** It's a unique service that strengthens our employer brand, and we see it as an investment rather than a cost. We are exploring the possibility of using the telemedicine booth in the context of occupational health consultations as well.

**J.M:** H4D's service is a concrete response to the healthcare shortages that exist even in the Paris region: it fights self-medication and provides healthcare to employees who might otherwise have gone without. They get treated very quickly, which saves time and enables them to better balance their home and work lives.

“

**WE PLACED A TELEMEDICINE BOOTH [...] TO DIFFERENTIATE OURSELVES FROM OUR COMPETITION AND OFFER OUR CLIENTS AN INNOVATIVE AND USEFUL SERVICE THAT WOULD CONTRIBUTE TO CREATING A BETTER WORK ENVIRONMENT**

### SNAPSHOT

In April 2016, ICADE became the first company in Europe to install a telemedicine booth at its headquarters. H4D's services fit perfectly with its policy of corporate innovation.

The self-checkup service was the first to be launched, followed by the teleconsultation service in March 2017. Initially installed in Aubervilliers, just North of Paris, the Consult Station®

was moved in September 2017 to the new HQ at Issy-les-Moulineaux in the South-West.

In August 2018, ICADE ordered a second telemedicine booth for the Tour Eqho site in La Défense business district, in a bid to extend these innovative services to its clients.

### TOUR EQHO La Défense



### ICADE HEADQUARTERS Issy-les-Moulineaux (South-West of Paris)



#### Telemedicine services launched:

July 2019



April 2016

#### Used for primary care in:

Teleconsultation  
or self-checkup



Teleconsultation  
or self-checkup

#### Number of employees with access to the Consult Station®:

3.000



630



## FACTS & FEEDBACK

TOUR EQHO

ICADE

50%  
58%

Employees would not have sought care or would have self-medicated without the Consult Station®

100%  
100%

Employees are satisfied with teleconsultation

*"I hope it keeps going because it's very useful when my regular doctor is unavailable"*

100%  
100%

Employees are willing to reuse the service

94,3%  
95%

Employees believe they have faster access to a medical consultation

*"It's really great and I wish I used it sooner"*

Facts based on the Operations department report produced in December 2019

## THE KEYS TO A SUCCESSFUL PROJECT

1

### RAISE AWARENESS AND REASSURE EMPLOYEES

**M.LB** *"There are multiple things to consider when launching this kind of service, especially when it comes to communications. We need to raise awareness regularly if we want our employees to link their health and wellbeing to the Consult Station® telemedicine booth. This is not a given."*

**J.M** *"Our starting point was to say that usage would create need and not the other way around. This is why we actively communicated about the service to raise awareness and convince people of its utility, which was made all the more important by the fact that several companies have offices in our building."*

2

### CHOOSING BOOTH ATTENDANTS

**J.M** *"The choice of booth attendant is equally important to the success of the service."*

*It is a crucial role because they welcome the patient and clean the booth after each consultation. They are genuine ambassadors for the service.*

*For the Tour Eqho site, the optimal solution was to choose people from the conciergerie on the ground floor because they already managed most of the building's services."*

3

### IDENTIFYING ADVOCATES FOR THE SERVICE

**M.LB** *"Finding advocates within the company is crucial."*

*In our case, occupational health professionals naturally have a central role in making the service known to employees.*

*Their role leans more and more toward prevention, and H4D's telemedicine booth is perfectly adapted to help them in this regard.*

*We want to expand our partnership with H4D to include more prevention and strengthen our occupational health services."*