

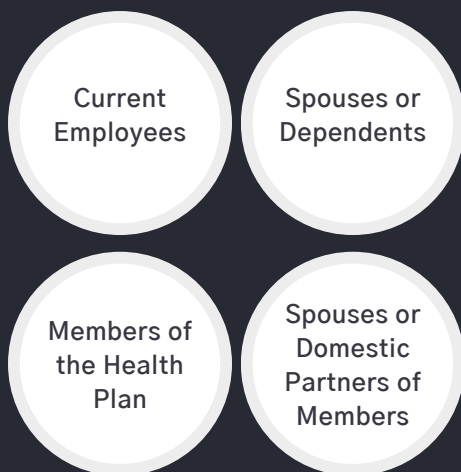
INCENTIVE DESIGN

BOOST ENGAGEMENT & PARTICIPATION

1. DETERMINE PROGRAM GOALS



2. IDENTIFY ELIGIBLE POPULATIONS



3. CHOOSE REWARDABLE ACTIVITIES

- Participation-based incentives (complete a biometric screening).
- Progress-based incentives (reaching goals around weight loss).
- Outcome-based incentives (log a minimum number of steps during a sponsored challenge).
- Reasonable alternative standards (completing a session with a health coach).

4. DETERMINE REWARDS TRACKING

Consider how you plan to track things like participation, completion, compliance, and outcomes.



How often will you track & re-evaluate the system?



What method or methods will you use to track?



Track internally or use a third party?



How often will a third party communicate results?

5. OUTLINE THE REWARDS

Offer a survey to gauge interest on what would motivate employees. Maybe they'd want a free giveaway item or maybe monetary compensation.

6. DEVELOP COMMUNICATION PLAN

Drive participation with communication that is positive, clear, frequent/consistent, & varied across different messaging platforms.