INCENTIVE DESIGN

BOOST ENGAGEMENT & PARTICIPATION

1.DETERMINE PROGRAM GOALS

What are you trying to accomplish?

How long have you offered a well-being program to your populations? What type of response have you received?

How long have you offered well-being program incentives?

If you have offered incentives, how has that worked?

2.IDENTIFY ELIGIBLE POPULATIONS

Current Employees Spouses or Dependents

Members of the Health Plan Spouses or Domestic Partners of Members

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.

