

At-a-glance:

Keys for an effective incentive strategy



Identify clinical/health goals and objectives

- Review population data to determine health needs, gaps and opportunities
- Set goals for participation expectations (e.g., 10% increase in health survey completion)



Prioritize opportunities and identify activities and outcomes

- Identify high-priority opportunities (e.g., low participation in preventive exams)
- Select the activities and behaviors that best align with the opportunities (e.g., get an annual exam, complete an age/gender appropriate cancer screening, etc.)
- Consider weighting activities according to their impact potential (e.g., more “value” for completing a preventive wellness exam vs. completing an online health survey)



Identify potential barriers to success

- Project what obstacles (history, time, knowledge, etc.) might limit success of incentive strategy
- Start by offering simple fundamental health actions (e.g., health survey) moving towards an approach that encourages health ownership such as incenting for cancer screenings, biometric targets, etc.



Determine incentive and budget

- Identify a “meaningful” incentive by getting input from your employees (consider gathering incentive preferences from an employee wellness program survey etc.)
- Determine total budget for incentives including administration, fulfillment and communication costs each year



Define incentive rules

- Determine eligibility requirements, activity start and end dates, amounts to award and reward type (e.g., gift cards, premium reductions, Health Savings Account contributions, etc.)
- Keep it simple – An effective incentive strategy is simple in design, simple to communicate and simple to understand
- Work with your legal counsel to ensure strategy is compliant with existing rules and regulations



Launch with strong communication plan

- Design an effective launch plan
- Communicate early and often throughout the year