



Drive Healthy Change with myRewards

Motivating members to improve their health and wellness is essential to lowering healthcare spend and improving your bottom line. With myRewards by Population Health Management, you can engage members right where they are in their health journey and encourage better health.

Employers can use incentives to:



Encourage initial engagement in healthy activities, like taking a health assessment or biometric screening, or having preventive services



Promote sustained healthy behaviors, like physical activity challenges or reimbursing for gym memberships



Advance health outcomes, like having recommended care for chronic conditions, completing a lifestyle coaching program or achieving specific biometric outcomes

Proven Results

Incentives can play a key role in your wellness strategy.

They can help:

- Draw attention to specific activities that promote your strategy
- Encourage employees to work on wellness goals with a reward at the end
- Gather data that leads to additional support, like coaching programs
- Promote sustained engagement with health and behavior change

77%

of employers feel their incentives are effective



<https://www.kff.org/report-section/ehbs-2020summary-of-findings/>

Designing your Incentives

Participation vs. outcomes

When you're choosing your incentives, think about what you're trying to accomplish. If you want your employees to take an action – like going to a biometric screening event – then it's participatory. Your employee earns the reward for being there. If you want the incentive tied to the result from the biometric screening – like having a blood pressure within a certain range – then that's an outcomes based incentive.

As you're considering what to offer, you'll need to be aware of state and federal rules and regulations regarding incentives. If you're leaning toward outcomes-based incentives, you may want to talk with an expert about providing reasonable alternatives when required. Whatever you decide, you'll want to seek legal counsel to make sure your wellness program complies with all applicable laws.

5 Tips to Consider When Designing Incentives:

- 1. Keep it simple** – Set a clear goal and make it easy to participate.
- 2. Know your employees-**
 - What are your health improvement opportunities?
 - What do they value? People have different motivations, so you won't draw everyone in with the same reward. Cash incentives are traditional, but don't be afraid to be creative.
- 3. Make it meaningful** – Choose incentives that can clearly benefit the health of your employees and business
- 4. Work the numbers** – How will you distribute the incentives, as cash or as premium credits?
- 5. Communicate** – Have a plan for how and when to talk about earning rewards. Make sure your employees know where to go to learn how to earn rewards and track their progress.

Incentive Activities with Proven Success

Activity	Value
 <p>Health Assessment</p>	<ul style="list-style-type: none"> • Helps create a picture of current state of overall health • Captures self-reported health information, including self-perception of health, that can lead to: <ul style="list-style-type: none"> Program identification New or newly prioritized Health Actions More personalized care plans
 <p>Biometric Screening</p>	<ul style="list-style-type: none"> • Contributes to a more complete picture of overall health • Can identify previously unknown risk factors • Helps with program identification and stratification • Leads to new or newly prioritized Health Actions • Creates health awareness
 <p>Preventative Exam</p>	<ul style="list-style-type: none"> • Creates opportunities for early detection and prevention of health risks
 <p>Physical Device Syncing</p>	<ul style="list-style-type: none"> • Fosters an easy, convenient member experience • Eliminates human error and authenticates actual usage • Gives coaches insights into member activities
 <p>Physical activity tracking/ personal challenges</p>	<ul style="list-style-type: none"> • Creates intrinsic motivation to set and meet goals • Offers achievable objectives that move members toward larger goals
 <p>Digital Coaching</p>	<ul style="list-style-type: none"> • Offers a wide variety of topics for self-directed learning • Can help employees address health opportunities
 <p>Personal Coaching</p>	<ul style="list-style-type: none"> • Encourages employees to make personal connections with coaches that can help them articulate their health goals and make long-term behavior changes • Helps employees identify and understand barriers to achieving their goals and how to overcome them • Can lead to deeper engagement in the coaching program

Motivation beyond rewards

Your incentives are just one important part of a larger overall strategy. Research shows that external rewards do a good job at generating initial results, but they don't always last. To create long-term change, your employees will need to find their intrinsic motivation.



For example, say a workplace offers an incentive for people to work out: In the short-term increased gym attendance by 12%



After 6 months attendance drops off again

Critical as they are to initiate change, incentives alone won't drive long-lasting results for an organization.

So, how can employers create long-term change?

1. Create a strong culture of health in your workplace.

Show that your management team is committed to helping employees on their path to better health.

2. Implement an effective communication plan.

Include a clear introduction to your wellness program. But don't stop there. Reaching out at strategic intervals throughout the year promotes sustained engagement.

3. Reassess periodically.

Your employees' health needs aren't static. Capture your employees' feedback so you understand what their needs and interests are. You can update your wellness program and incentives over time to stay relevant.

For more information about myRewards with Population Health Management, contact your EVHC sales executive or client manager.

This program is powered by ActiveHealth.

