

# 2012 Healthcare Benchmarks

## Health & Wellness Incentives



Note: This is an authorized excerpt from *2012 Healthcare Benchmarks: Health & Wellness Incentives*.  
To download the entire report, go to <http://store.hin.com/product.asp?itemid=4484> or call 888-446-3530.

# 2012 Healthcare Benchmarks: Health & Wellness Incentives

136 healthcare organizations provide details on their incentives programs, including the types of incentives being offered, program communication modalities, incentives eligibility and much more.

*"[Our biggest challenge in future program development] is identifying wellness initiatives that will attract more participation from employees and dependents."*

## > Municipality

*"Offering 5 percent credit on medical plan cost for participation in biometric screenings and HRA completion, and giving a 10 percent penalty for not participating [are our most successful incentives strategies]."*

## > Employer

*"Lacking a budget was our [biggest challenge in developing our incentive programs]. We overcame this challenge by starting small, showing results and making a case for more funding."*

## > Consultant

*"[Our most successful incentives strategy] is allowing the member to decide what works for them. We give them guidance, but also let them know that they are in control."*

## > Disease management



# 2012 Healthcare Benchmarks: Health & Wellness Incentives

*This special report is based on results from the Healthcare Intelligence Network's fourth annual "Health & Wellness Incentives" e-survey administered in August 2012.*

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## Table of Contents

<b>About the Healthcare Intelligence Network</b> .....	7
<b>Executive Summary</b> .....	7
Survey Highlights.....	8
<b>Key Findings</b> .....	8
Program Components .....	8
Results, Reimbursement and ROI.....	9
Most Successful Strategies for Health & Wellness Incentives Use .....	9
<b>Methodology</b> .....	9
<b>Respondent Demographics</b> .....	10
<b>Using This Report</b> .....	10
<b>Responses by Sector</b> .....	11
The Employer Perspective .....	12
The Consultant Perspective.....	13
The Health Plan Perspective.....	14
<b>Year-Over-Year Survey Data</b> .....	15
<b>Respondents in Their Own Words</b> .....	17
Biggest Challenge of Future Program Development .....	18
Biggest Challenge of Program Development .....	18
Most Successful Incentives Strategy/Additional Comments .....	19
<b>Conclusion</b> .....	20
<b>Responses to Questions</b> .....	22
Figure 1: All - Offer Incentives for Program Participation.....	23
Figure 2: All - Programs Tied to Incentives.....	23
Figure 3: All - Economic Incentives Offered .....	24
Figure 4: All - Three Economic Incentives Generating Highest Engagement .....	24
Figure 5: All - Benefit-Based Incentives Offered.....	25
Figure 6: All - Three Benefit-Based Incentives Generating Highest Engagement .....	25
Figure 7: All - Most Effective Incentives .....	26
Figure 8: All - Additional Uses for Incentives .....	26
Figure 9: All - Penalties for Risk Factors or Non-compliance .....	27
Figure 10: All - Program Communication Modalities .....	27
Figure 11: All - Candidate Identification Methods .....	28
Figure 12: All - Incentives Eligibility .....	28
Figure 13: All - Planning Future Incentives Program.....	29
Figure 14: All - Measuring Program Success.....	29

Figure 15: All - Most Positive Response from Incentives.....	30
Figure 16: All - Impact of Incentives .....	30
Figure 17: All - Program ROI.....	31
Figure 18: All - Barrier to Launching Program .....	31
Figure 19: All - Organization Type.....	32
Figure 20: Employers - Offer Incentives for Program Participation .....	32
Figure 21: Employers - Programs Tied to Incentives.....	33
Figure 22: Employers - Economic Incentives Offered.....	33
Figure 23: Employers - Three Economic Incentives Generating Highest Engagement .....	34
Figure 24: Employers - Benefit-Based Incentives Offered.....	34
Figure 25: Employers - Three Benefit-Based Incentives Generating Highest Engagement.....	35
Figure 26: Employers - Most Effective Incentives .....	35
Figure 27: Employers - Additional Uses for Incentives .....	36
Figure 28: Employers - Penalties for Risk Factors or Non-compliance .....	36
Figure 29: Employers - Program Communication Modalities .....	37
Figure 30: Employers - Candidate Identification Methods .....	37
Figure 31: Employers - Incentives Eligibility.....	38
Figure 32: Employers - Planning Future Incentives Program .....	38
Figure 33: Employers - Measuring Program Success.....	39
Figure 34: Employers - Most Positive Response from Incentives .....	39
Figure 35: Employers - Impact of Incentives .....	40
Figure 36: Employers - Program ROI .....	40
Figure 37: Employers - Barrier to Launching Program.....	41
Figure 38: Consultants - Offer Incentives for Program Participation .....	41
Figure 39: Consultants - Programs Tied to Incentives.....	42
Figure 40: Consultants - Economic Incentives Offered .....	42
Figure 41: Consultants - Three Economic Incentives Generating Highest Engagement .....	43
Figure 42: Consultants - Benefit-Based Incentives Offered.....	43
Figure 43: Consultants - Three Benefit-Based Incentives Generating Highest Engagement .....	44
Figure 44: Consultants - Most Effective Incentives.....	44
Figure 45: Consultants - Additional Uses for Incentives .....	45
Figure 46: Consultants - Penalties for Risk Factors or Non-compliance .....	45
Figure 47: Consultants - Program Communication Modalities .....	46
Figure 48: Consultants - Candidate Identification Methods .....	46
Figure 49: Consultants - Incentives Eligibility.....	47

Figure 50: Consultants - Planning Future Incentives Program ..... 47  
Figure 51: Consultants - Measuring Program Success ..... 48  
Figure 52: Consultants - Most Positive Response from Incentives ..... 48  
Figure 53: Consultants - Impact of Incentives ..... 48  
Figure 54: Consultants - Program ROI ..... 49  
Figure 55: Consultants - Barrier to Launching Program ..... 49  
**Appendix A: 2012 Health & Wellness Incentives Survey Tool ..... 50**  
**About the Contributor ..... 50**



# About the Healthcare Intelligence Network

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The Healthcare Intelligence Network (HIN) is an electronic publishing company providing high-quality information on the business of healthcare. In one place, healthcare executives can receive exclusive, customized up-to-the-minute information in five key areas: the healthcare and managed care industry, hospital and health system management, health law and regulation, behavioral healthcare and long-term care.

## Executive Summary

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Completion of a health risk assessment (HRA) remains the most heavily incented health improvement activity for the fourth consecutive year, say two-thirds of respondents to HIN's annual Health & Wellness Incentives Survey. Close behind these data-rich tools are rewards for the lifestyle behavior changes of weight loss (57 percent) and smoking cessation (51 percent). These replaced preventive screenings and participation in on-site wellness, 2011's most heavily incented activities.

The overall use of incentives rose slightly in 2012, with 74 percent of this year's respondents offering cash and benefit-based perks for health improvement activities, versus 70 percent in 2011.

### Survey Highlights

- ✓ Gift cards are the most popular cash incentive offered for participation, say 52 percent of respondents. In the category of benefit-based incentives, 42 percent reduce health insurance premiums in exchange for key health improvement activity.
- ✓ Cash-based incentives like gift cards and gym memberships are more effective than benefit-based perks, say 53 percent of respondents. Last year, 52 percent deemed benefit-based incentives more effective.
- ✓ Group incentives lost some favor this year, in use by just 23 percent, versus 36 percent of 2011 respondents.
- ✓ New incented activities in 2012: biometric screening, maternity management, and the Presidential Fitness Challenge.

**74% of survey respondents offer incentives for participation in health improvement programs.**



***“We helped our employees become aware of health risks and provided them tools so they could make lifestyle changes to improve their health.”***

## Using This Report

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This benchmarking report is intended as a resource for healthcare organizations searching for comparable data and means to measure implementation and progress. It is also a helpful planning tool for organizations readying initiatives in this area.

The initial charts and graphs presented represent results from all respondents; images in subsequent sections depict data from high-responding sectors. (Figure titles begin with the segment they represent; for example, All, Health Plans, Hospitals, etc.)

Often, one of the largest responding sectors is composed of respondents identifying their organization type as “Other.” In general, we do not depict results from this segment because it represents a wide range of organization types, including consultants and product vendors. However, you will always find a graph indicating the demographics of respondents.

Here are some additional tips for using this report:

- ✓ See how you measure up: Scan this report for your sector, and see how your program compares to others. Note where you are leading and where you are behind.
- ✓ Evaluate your efforts: Think about where you have been focusing your efforts in this area. Look for trends in the data in this report. Look for benchmarks set by your sector and others.
- ✓ Set new goals: Use the data in this report to set new goals for your organization, or to raise the bar on existing efforts.
- ✓ Use it as a reference book: Keep this report accessible so you can refer to it in your work. Use these data to support your efforts in this area.

If you have questions about the data in this report, or have feedback for our team, don't hesitate to contact us at [info@hin.com](mailto:info@hin.com) or 732-449-4468.



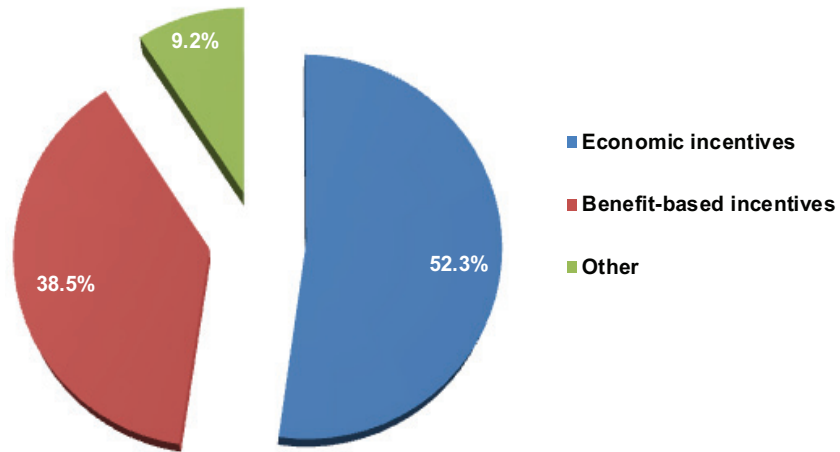
***Gift cards is the most popular economic incentive offered, say 52% of respondents.***

***“Determining which incentives will truly help engage employees is the challenge we face in developing our future program.”***



**Figure 3: All - Most Effective Incentives**

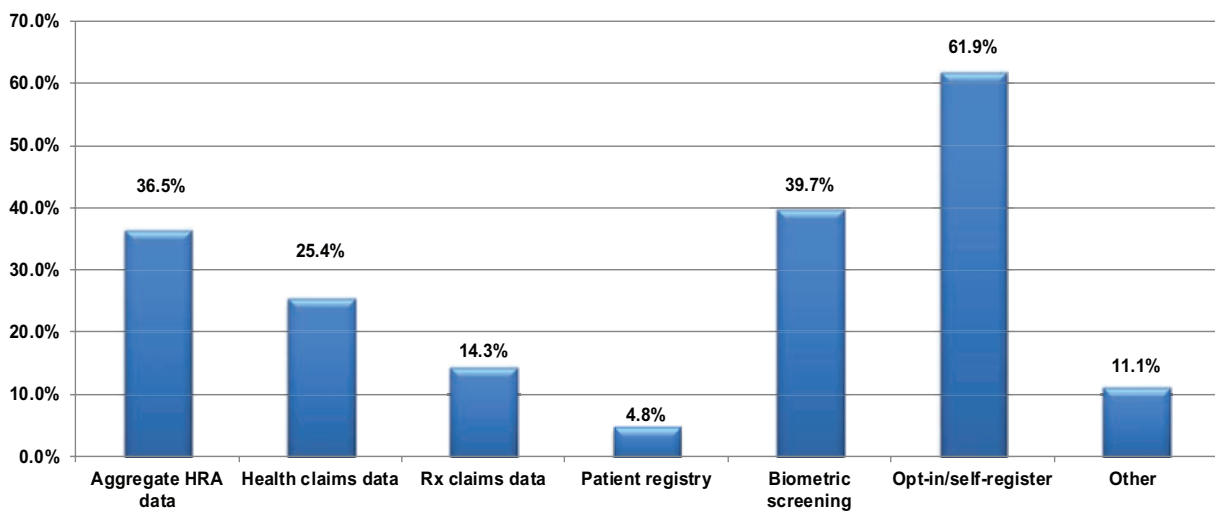
*Overall, which incentives are most effective?*



*HIN Health & Wellness Incentives Survey  
August, 2012*

**Figure 4: All - Candidate Identification Methods**

*How do you identify candidates for incentive programs?*



*HIN Health & Wellness Incentives Survey  
August, 2012*