

2011 Edition Benchmarks in Health & Wellness Incentives:

Utilization and Effectiveness Data to Drive
Health Promotion, Compliance and ROI

Attain health goal ©



Note: This is an authorized excerpt from *Benchmarks in Health & Wellness Incentives, 2011 Edition: Data to Drive Health Promotion, Compliance and ROI*. To download the entire report, go to <http://store.hin.com/product.asp?itemid=4181> or call 888-446-3530.

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Benchmarks in Health & Wellness Incentives, 2011 Edition

Data to Drive Health Promotion, Compliance and ROI

presented by the
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Benchmarks in Health & Wellness Incentives, 2011 Edition

Data to Drive Health Promotion, Compliance and ROI

This special report is based on results from the third annual Healthcare Intelligence Network Health and Wellness Incentives Benchmark Survey administered in March 2011 and includes expert commentary from a recent webinar on population health management.

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About the Healthcare Intelligence Network

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

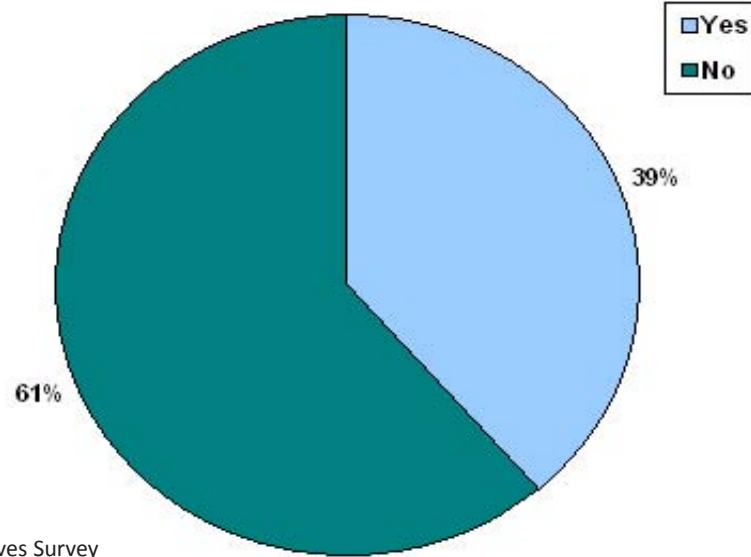
Healthcare companies have grown increasingly creative in their use of economic and benefits-based incentives to drive engagement and participation in health and wellness programs.

In its third annual Health and Wellness Incentives Use e-survey administered in March 2011, the Healthcare Intelligence Network continued to capture the expanding focus, utilization and impact of health and wellness incentives in the healthcare industry, from types of incentives offered to methods for identifying individuals for incentive programs and reasons for providing incentives. Through responses provided by 156 healthcare organizations to 27 multiple choice and open-ended questions, the survey results reveal the growing interest in offering incentives for participation in health improvement programs and the continued popularity of incentives for HRA completion.

Benefit-based incentives are considered to be most effective at generating the highest participation/engagement levels.

Do you plan to offer incentives and rewards for health program participation in the next 12 months?

1:12: Future Programs

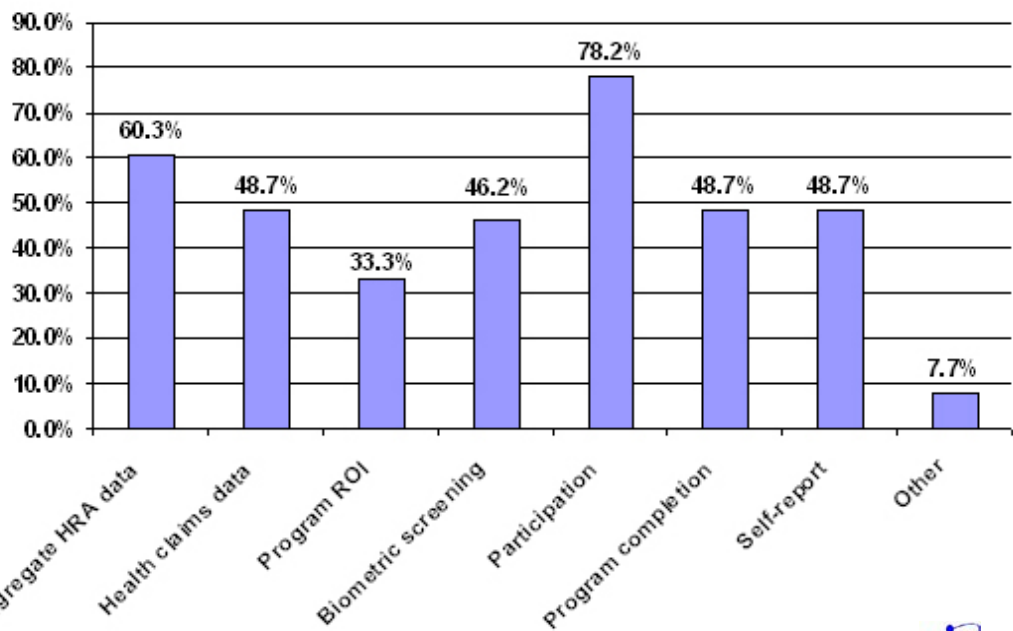


Source: HIN Incentives Survey
March, 2011



Which data is reviewed to measure the success of your incentive programs?

1:13: Program Success Measurement



Source: HIN Incentives Survey
March, 2011



