

2010 Edition

Benchmarks in Health & Wellness Incentives:

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

Attain health goal ☉

☉ *Talk to a health coach*

☉ *Join worksite walking program*

☉ *Complete HRA*



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Benchmarks in Health & Wellness Incentives, 2010 Edition

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

139 healthcare organizations share their experiences in the use of incentives for health promotion activities and their impact on engagement, participation, health outcomes and healthcare costs.



"We do not utilize a formal incentive program due to budget restrictions. Because of this, we rely on intrinsic benefits of our program and hope they will have a longer term impact on employee behavior. Of course if we had an unlimited budget, we would probably use incentives to initially engage employees, and capture a higher percentage of participation from the onset."

> Employer



"Transparency of information and education of employees are major factors [in developing incentive programs]. We're holding more onsite information groups to increase awareness and encourage sign-up."

> Employer



"We aren't convinced that incentives are as useful as many believe. The feedback that we receive from our members is that the incentives are nice but they aren't what get them to change behavior. They change behaviors for intrinsic reasons."

> Health plan



"Employees were reluctant to complete the Health Risk Assessment as they often object to providing detailed confidential information through the carrier web site on-line. We try to communicate with folks and reassure them the information is protected by law. "

> consultant to healthcare industry

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

This special report is based on results from the second annual Healthcare Intelligence Network Health and Wellness Incentives Benchmark Survey administered in February 2010 and includes expert commentary from recent webinars on population health management programs.

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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

The use of economic incentives to drive engagement and results from wellness and prevention programs continues to proliferate, both as a response to escalating healthcare costs and to the shift of more health ownership to consumers.

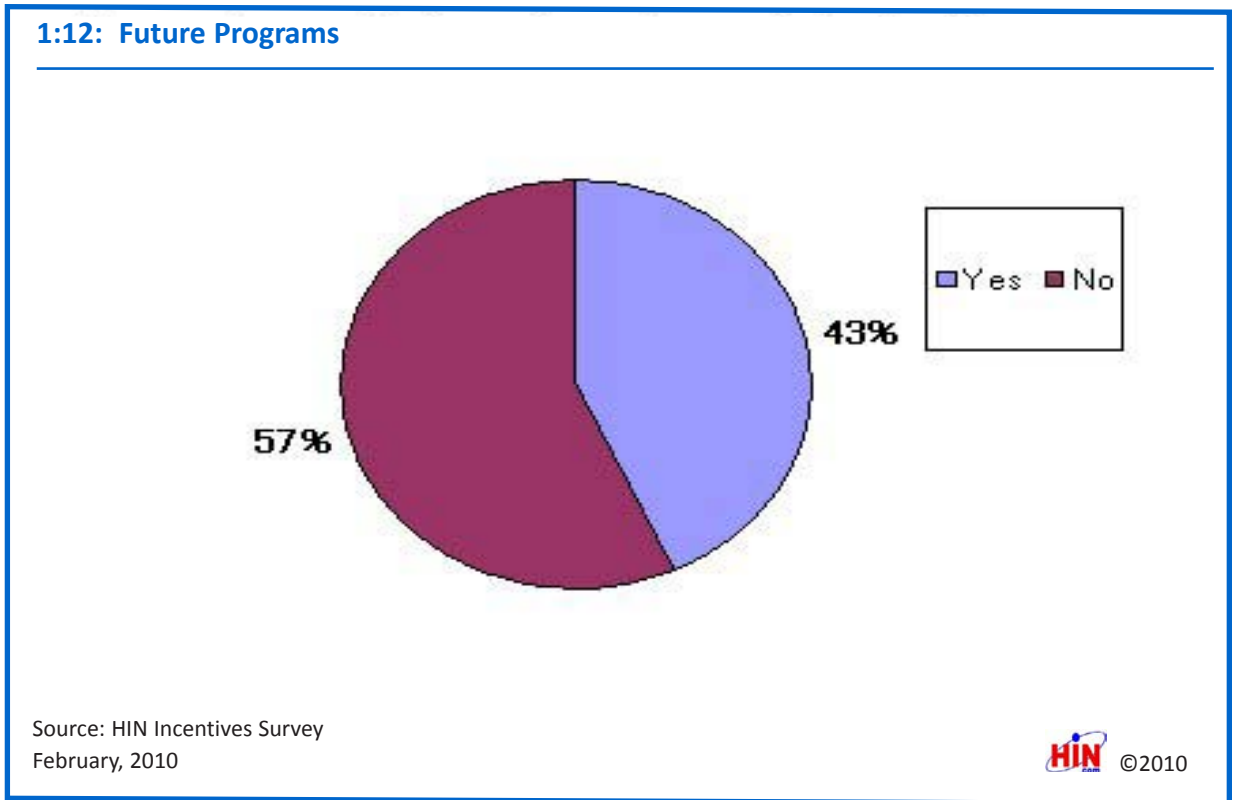
How are healthcare organizations using incentives to encourage and reward participation in population health improvement programs? What are the most effective incentives, and how are incentives being integrated with health insurance benefits? Who's rewarding repeat and long-term participation, and what are the payoffs of incentives on clinical outcomes, productivity, ROI, health claims and overall healthcare costs?

The Healthcare Intelligence Network set out to answer these questions and others during its second annual Health & Wellness Incentives e-survey. Its goal was 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 139 healthcare organizations to 25 multiple choice and open-ended questions, the survey results reveal the growing interest in offering incentives for participation in health improvement programs and popularity of incentives for HRA completion.

This 2010 edition of Health & Wellness Incentives Benchmarks compares results from the 2009 survey with this year's responses in key areas.

Weight management is the lifestyle program most often tied to incentives.

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



What data do you review to measure the success of your incentive programs?

