

# 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 the success.
- Consider a gradual, multi-year approach. Start by using basic, fundamental health actions (e.g., health survey) but strive for an approach that incorporates compliance for cancer screenings, preventive exams, etc.



## Determine incentive and budget.

- Identify a “meaningful” incentive by getting input from your employees.
- 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.
- Do not “launch and leave it”... communicate early and often throughout the year.