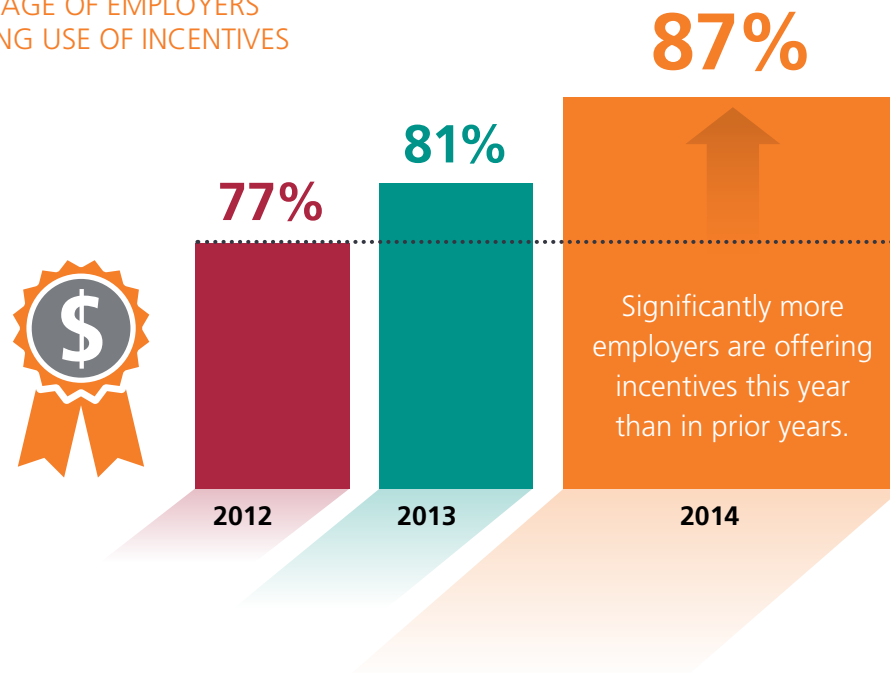


Wellness in the Workplace study: Incentive design insights

A record-breaking 87% of employers report using health and wellness incentives — a significant increase of 10 percentage points since 2012. Today, almost all large employers offer incentives, but there are still many unknowns about evidence-based incentive design. Employers can leverage insights from the 6th Annual Wellness in the Workplace Study to explore the latest incentive design landscape.

PERCENTAGE OF EMPLOYERS
REPORTING USE OF INCENTIVES



Employers with
20,000+ employees
spend an average of
\$480 per employee
per year on incentives.



Three key insights: Incentives



#1 Most incentive investment is aligned with “one-and-done” activities.

The following programs/activities are most likely to be rewarded by employers:

83% Biometric screenings (average incentive **\$137**)

80% Health challenges (**\$98**)

80% Health risk assessments (**\$115**)

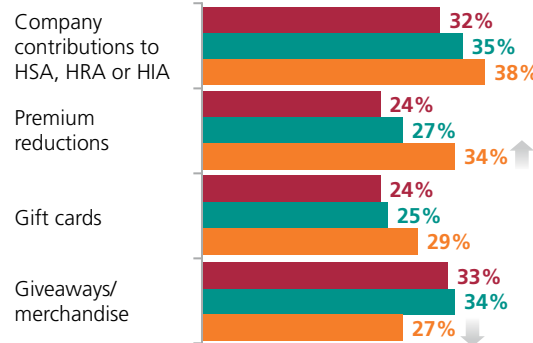
79% Tobacco-cessation programs (**\$112**)

CALL TO ACTION: Although it’s important to reward employees for activities that help raise health awareness, employers need to reconsider the proportion of spend between activities, such as health assessment completion, and rewards for more intensive program completion, such as wellness coaching.



#2 Employers are leveraging incentives to make the connection between health and wealth.

Incentives offered to workforce
 ■ 2012 ■ 2013 ■ 2014



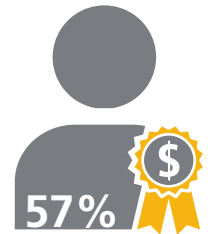
CALL TO ACTION: Leveraging health account and premium contribution rewards drives health ownership because it makes a direct connection between the employee’s health and the employee’s health care costs.



#3 Employers are taking a “wait-and-see” approach on rewarding for health outcome achievement.

Despite the widespread use of incentives to spur activity, employers appear to be proceeding with caution when it comes to rewarding employees for health outcomes.

- The majority of employers (57%) continue to focus on rewarding for program completion.
- For the last three years, health outcome rewards have remained relatively flat for those employers considering this strategy.



CALL TO ACTION: When designing an incentive strategy, employers need to consider their culture and the objectives they want to achieve (engagement vs. outcomes). Then, they need to complement that strategy with strong communications and leadership support.

Contact us

1-866-386-3408
resourcecenter@optum.com
optum.com/resourcecenter