

## **The Online Health Assessment**

A word about incentives

Participation in the Health Assessment is dependent on several factors:

- Create a healthy culture at the workplace
- Acquire high-level support from executives and management
- Develop a detailed implementation plan
  - Provide the vision, objectives and goals for offering the program
  - Internally champion the program rollout
  - Provide an incentive that will be meaningful to gain high participation
  - Work with us on specific program logistics and meet mutually agreed upon timelines
- Implement a robust promotion/communication plan
  - Tailored messages to the participant to engage them to participate
- Provide a meaningful incentive – an incentive that everyone can achieve
  - Premium reductions/rebates
  - Cash
  - Gift certificates
  - Paid time off

BlueLink TPA data\* shows:

- Without an incentive, groups achieve less than 20% participation
- With an incentive, groups may achieve 40-90% participation

\*See “Case Examples – Health Incentives” document for additional information and incentive ideas.

### **Benefit incentives – work best**

1. The participant receives a reduction on his/her monthly benefit premium (e.g., \$10 per month equates to a \$120 incentive).
2. The participant receives a larger contribution into the health reimbursement arrangement (HRA) or health savings account (HSA) (e.g., \$750 for the participant versus \$500 for non-participants).
3. Paid time off (PTO) (e.g., four hours or eight hours)

### **Cash incentives – work well**

(Keep in mind tax implications when providing cash or gift certificates.)

1. A person who completes the health assessment receives cash.
2. Gift certificates – e.g., major retail or home improvement store, Premier Choice

**Non-cash incentives – work well when combined with a cash or benefit incentive.**