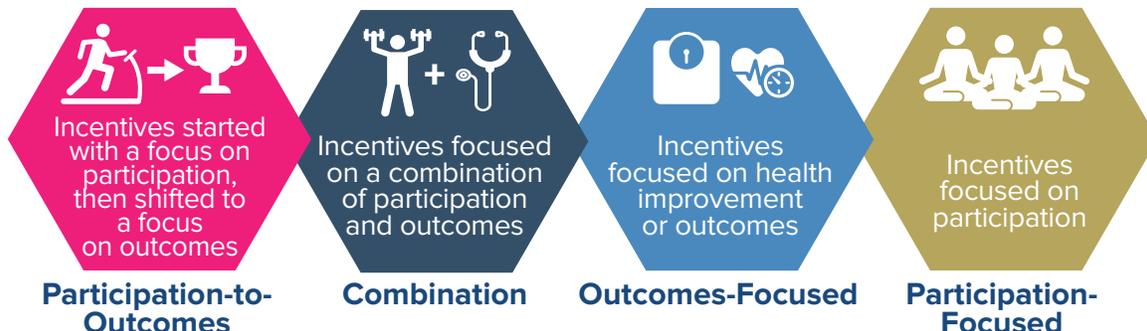


# SHIFTS IN STRATEGIES FOR FINANCIAL INCENTIVES AS PART OF WORKPLACE WELL-BEING PROGRAMS

Data from the “Influence of Incentive Design and Organizational Characteristics on Wellness Participation and Health Outcomes,” suggests that a successful incentive strategy is influenced by not only the amount of the incentive, but also by the action required to achieve the incentive, organizational characteristics, and the degree to which leadership supports employee health.

## FOUR COMMON PATTERNS IN INCENTIVES STRATEGIES

Evaluation of employer data in the HERO study revealed four common patterns in incentive designs. These patterns evolved over an average of three years:



## THE IMPACT OF INCENTIVE DESIGN ON OUTCOMES

HERO researchers also found companies that used a combination of participation-focused and outcomes-focused incentives achieved more favorable results.

	Participation-to-Outcomes	Combination	Outcomes-Focused	Participation-Focused
<b>CULTURE OF HEALTH</b>	Modest score	Highest score	Lowest score	Modest score
<b>VALUE OF INCENTIVES OFFERED</b>	\$538	\$753	\$1,526	\$449
<b>PARTICIPATION IN HEALTH ASSESSMENT SURVEYS &amp; SCREENINGS</b>	Close to Combination but decreased over time	Second highest and improved over time	Highest but decreased over time	Lowest and decreased over time
<b>PARTICIPATION IN HEALTH BEHAVIOR CHANGE INTERVENTIONS</b>	Highest and maintained over time	Second highest and decreased over time	Very lowest and maintained over time	Very low and decreased over time
<b>BLOOD PRESSURE RISK</b>	Significant improvement	Most improvement	Significant improvement	Non-significant improvement
<b>CHOLESTEROL RISK</b>	Significant improvement	Most improvement	Significant improvement	Significant improvement
<b>GLUCOSE RISK</b>	Most improvement	Significant improvement	Non-significant improvement	Marginal improvement
<b>OBESITY RISK</b>	Non-significant increase	Non-significant increase	Significant increase	Non-significant increase