

Health and Wellness Incentives in the Workplace

Real Program Examples

GiftCard Partners (GCP) is one of the nation's largest developers of merchant gift card programs, serving corporate health and wellness programs, sales incentives, employee recognition, loyalty programs, and other B2B channels. We are happy to share the results from our *Gift Card Usage Survey* along with a guide to how corporations and companies of all sizes are using gift cards as incentives to improve health and wellness program engagement.

INCENTIVES IN THE WORKPLACE

As part of our survey, we received many real-world corporate practices outlining how the respondents' companies and healthcare organizations are utilizing gift cards as incentives to promote healthy behaviors, compliance and behavioral changes. Gift cards are being used both internally (distributed inside the organization) as engagement tools to improve workplace and individual health and wellness, as well as externally (distributed outside the organization) to promote healthy behaviors or volunteerism.

Let's look at **internal** usage first and see how 30% of the organizations utilizing internal incentives are doing so to drive internal healthy behaviors.

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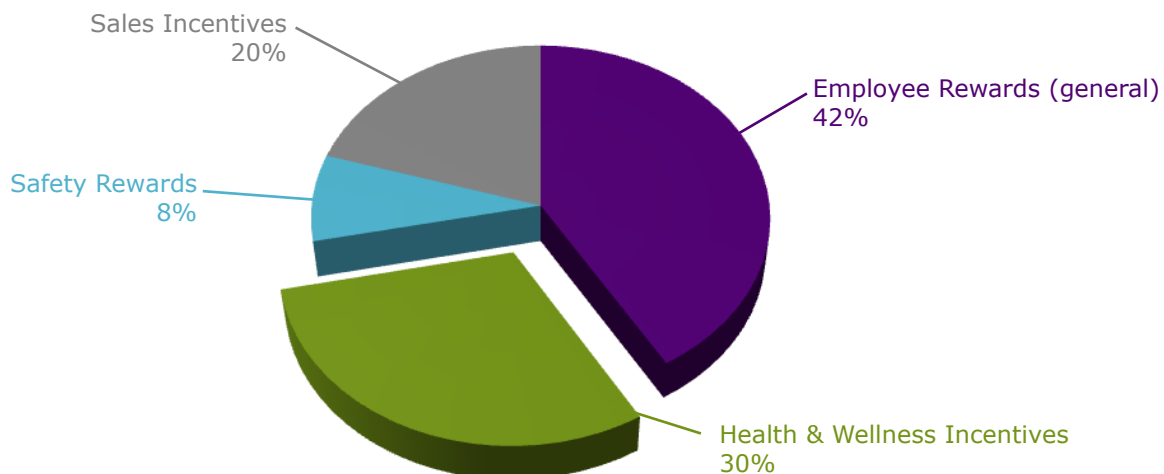


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TYPES OF INTERNAL EMPLOYEE REWARDS & UTILIZATION



INCENTIVES FOR HEALTH & WELLNESS PROGRAMS

Employee Rewards: Two-thirds of survey respondents purchase gift cards in bulk to recognize, reward and motivate their employees. These companies realize that a motivated and compliant workforce translates to increased performance and that happy and healthy employees are more dedicated and will work harder for their company.

Health and Wellness Incentives: Wellness incentives have become good business. They reduce health care costs for employers and increase both employee productivity and healthy behavioral changes. To enhance participation, rewards are given to employees for filling out HRA's (Health Risk Assessments). HRA's are used to assess the lifestyle risk behaviors of individuals as part of the annual Periodic Health Assessment, worksite wellness program, or other community health activities. Health and Wellness Programs are measurable; rewards can be given via a points system or for participating in healthy activities like joining a gym, or for achieving healthful milestones like losing weight, decreasing blood pressure or taking daily walks during breaks. Several companies that participated in our survey also incorporated a safety component into their health and wellness programs, working to change unsafe behaviors by encouraging adherence to corporate and OSHA safety guidelines.

INCENTIVES IN THE WORKPLACE:

GREAT CORPORATE HEALTH & WELLNESS GIFT CARD USES

Below are the best real-life examples we received from the health and wellness category of employee engagement. We hope you'll find some new ideas for inspiring and incenting your own employees.

Health and Wellness Incentives Real-World Examples

1. From a hospital in PA: "Our organization provides gift cards to employees for successfully completing our Wellness initiatives. By offering the gift cards we have increased our participation from 15% to 39% in the first year. We also provide gift cards to employees as a token of appreciation for a successful year each year in December."
2. A Blue Cross provider in PA: "By looking to take better care of the employees' health, they are given credits toward gift card purchases as a reward, like going to see their PCP with regularity, exercising, nutrition counseling, etc."
3. The infection control department of a regional medical center in Mississippi is using gift cards as incentives for their workplace safety rewards program. They also utilize gift cards as rewards to those who pay extra attention to hand-washing, a critical task for infection control.



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4. An electronics and process controls company plays "Safety Bingo" every month and they have been accident free for 15 years. "I use them as prizes, sometimes we will have 2 games going at one time like 4 corners and a regular Bingo, so I will give a \$50 gift card for the 4 corners. Or I will surprise an employee who I catch using all their PPE (personal protective equipment) correctly."
5. A 501c3 organization that advocates for physically and mentally challenged adults offers gift cards to employees as incentives and as holiday gifts. "Our employees are very passionate about the work that they do providing support for individuals with disabilities, so it is nice to be able to provide a little incentive for them."
6. A major national insurance company uses gift cards as a "Spot reward," rewarding employees immediately. When they say "thank you" with spot rewards, employees are able to understand the reason why they were rewarded and are incented to continue to work above and beyond in the future.
7. A university medical center in MS has "used gift cards as incentives in getting employees to participate in various surveys to get information about employee morale and satisfaction. We have also used them to promote fitness programs."
8. A New York blood center gives "Gift cards on a measurable basis to keep our most loyal donors and supporters engaged to positively impact our frequency and retention metrics."
9. A school of medicine and medical center in CA conducts surveys for patients who visit the emergency department. "The staff involved are motivated by gift cards. The champion who enrolls maximum patients is given a gift card every three months. Everyone who participates is given a gift card for lesser value. Since conducting any research is a big challenge, especially in an emergency department environment, giving gift cards has worked as a good incentive."

Many of the companies that participated in our survey are also offering incentives and rewards for these internal recognition or reward purposes:

- Spot rewards for work completed above and beyond the duty
- Survey participation
- Date of hire/anniversary gifts
- Birthday or holiday gifts
- Length of tenure awards
- New employee referrals
- Sales promotions
- Surveys and Research



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PROVEN CASE STUDIES

Lowering the cost of Health and Wellness

Health care costs are on the rise and the key challenge is engaging the workforce over the long haul to be healthier and more productive while saving dollars for the company.

Proving the case #1

Company: Global Manufacturer of Industrial Fibers

Challenge: Improve low employee participation in HRA (Health Risk Assessment)

Background: In 2011 Performance Fibers requested employees complete an HRA but used no incentives.

Results: Minimal compliance

Strategy: To raise participation in 2012, Performance Fibers re-administered the HRA and included gift bags with a \$10 gift card, cookbook, stress ball, and other nutritional material

Results: 44% increase in employee participation in the HRA year over year

Proving the case #2

Company: North Carolina State Medicaid Administrator

Challenge: Reduce high incidence of emergency room visits for babies of Medicaid members during their infants' first year of life.

Strategy: Encourage "Well Baby" visits and regularly scheduled immunizations by incenting parents with CVS Select® gift cards to reward them for their compliance.

Outcome: Initially this program rewarded participant with \$10 gift cards and resulted in minimal compliance.

Modified Strategy: The dollar amount was then increased based on the number of completed "Well Baby" visits:

- \$10 for the 1st visit
- \$20 for the 3rd visit
- \$25 after the 6th visit [all within the 1st year]
- \$25 for each visit in the 2nd year

Results: Compliance increased measurably. Emergency room visits decreased resulting in savings in health care costs. Based on its success, the company expanded this gift card incentive program across other states.

Other Up and Coming Examples of Healthcare Incentives:

Medicaid providers and some US states are providing incentives to consumers for keeping up with recommended and annual doctor visits. It has been proven that regular adult and child well visits (on the doctor recommended schedule) helps doctors catch illnesses early, resulting in fewer ER & hospital stays, and therefore saving the US government money.

IN SUMMARY

It is clear that companies need to stay on top of incentive trends as they engage, motivate and reward for healthy or desired behaviors. A few really good ideas and sound strategies go a long way towards developing strong engagement programs.

GiftCard Partners will soon publish our full "Incentives in the Workplace" report with success stories from all business sectors outlining how they are using gift cards within their organization. We're happy to share with you the full results of our survey upon request; please contact:



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CHECK OUT OTHER GREAT INCENTIVE OPTIONS FROM GIFTCARD PARTNERS:

