



Developing an Effective Benefits & Incentives Program

AnMed Health is a leader in offering its employees a variety of benefits and incentives for wellness. An array of published evidence tells us that incentives can make a difference in engaging employees in wellness. AnMed Health has developed a comprehensive incentives program that encourages behavior change through participation in wellness activities and rewards achievement in wellness challenges. Their incentives motto is “the more the better.” Any kind of incentive helps draw people in, but the AnMed Health wellness team has found that anything with money involved (e.g. cash, gift cards, and insurance premium differentials) increases participation.



AnMed Health wellness team & executives receive awards for reaching the highest policy, benefits and environments bar for physical activity, nutrition and tobacco (March 13, 2012)

Developing a Comprehensive Incentives Program

In 2007, Diane Linne, Director of Employee and Occupational Health and Wellness, began building a comprehensive incentives program to encourage employees to become healthier and get a reward for doing so. You can develop a similar program by following these steps:

1. Identify what should be incentivized: define what you want people to do
2. Define details: what actions get what reward
(check with your organization’s attorneys to ensure compliance with federal regulations like HIPAA)
3. Propose programs to administration/executives: emphasize ultimate cost savings
4. Develop a system that helps employees achieve the desired outcomes
5. Develop a monitoring system to measure success and provide support for program sustainability

AnMed Health’s Healthy Lifestyle Incentives:

Activity	Incentive
Meet with wellness coordinator and complete Health Risk Assessment (HRA)	\$100
Meeting goals identified on the Choose to Change agreement	\$25 for each goal Up to 4 eligible for \$100 total
Meet wellness goals, participate in programs, and be tobacco-free for six months	Insurance discount, worth up to \$2000 every year per employee

OPPORTUNITY FOR GROWTH:

Adding spouses to the program and adding new or additional programs would be beneficial. People are more likely to maintain a healthy lifestyle if encouraged by someone that lives with them, and participating in new programs will prevent employees from getting bored.

Supporting Behavior Change through Benefits

AnMed Health offers a variety of employee health benefits with a focus on weight loss, fitness and nutrition, and encourages employees to know their blood pressure, cholesterol levels, and diabetic risk factors. These programs are designed to support employee behavior change goals by increasing access to supportive professionals and facilities.



Any employee is eligible to participate in the AnMed Health preventive health programs available through their employee wellness clinics. AnMed Health puts great emphasis on the fact that any visit to the clinics does not take away from work time, and the employee is permitted to stay on the clock while making these visits. The wellness staff tracks wellness goals for all employees who visit the wellness clinic and complete a Choose to Change agreement in a computerized system. Reminders to follow up are sent out and return visits are tracked. Wellness staff keep a record of those who meet their goals; goal tracking reports are run in July of each year to measure employees' progress in the program.

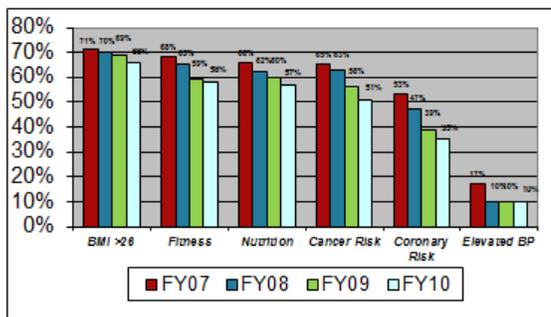
Available health benefits that support employees seeking to make health behavior changes include:

Reason	Benefits
Physical Activity	Onsite fitness classes at discounted rate Discounted rate at local gyms
High Risk Lifestyle Choices	Opportunity to see dietitian for tips on healthy eating (copay required) Free wellness coaching Free visit with integrated medicine doctor
Diabetes	Employees with elevated A1C levels can meet with Diabetes Educator for free

Impact

Linking discounted insurance to behavior change has had the greatest impact on employee health at AnMed Health. People don't want to get off the wellness plan so they do what they need to do to meet their goals. Many say it's such a better deal that it's worth working hard to keep a discounted insurance plan. The wellness insurance plan is available to anyone who follows the rules and works hard to meet goals; everyone has the opportunity receive this incentive.

During follow up visits, employee feedback on the program is welcome and the wellness committee meets once a month to come up with new enhancements. AnMed Health also receives an annual report on Health Risk Assessments completed by employees, summarizing question answers and labs. The proof is in the pudding; they know the program is working because the numbers continue to improve. Since the wellness program began in 2007, the team has monitored progress in six different areas; all have shown improvement!



AnMed Health outcomes tracker. (Note: Fitness category tracks those that are not regularly achieving recommended amounts of physical activity.)

CHALLENGE: MARKETING
Even with strong benefits and incentives, a wellness program won't impact health outcomes if employees don't know about programs. Remember to send email reminders and include information in newsletters, intranet postings, and by continuously working to identify new communication channels.

According to AnMed, "People are learning how to have healthy lifestyles." Diane Linne adds, "Tracking outcomes is an important factor. A positive outcome equates to healthcare dollars saved." This is especially important to grow and maintain a wellness program.