



Driving employee participation in a health and wellness reward program



Case Study Healthcare

BI WORLDWIDE applied behavioral science to drive participation in a new health and wellness program by implementing a personal and team goal-setting challenge. Participation exceeded expectations, as 99% of participants reached the desired status, providing a wonderful case study for this health insurer to market to their customers.

Challenge

- Improve awareness and drive participation in an employee wellness rewards program
- Increase participation, especially among employees with low- and medium- participation levels
- Get at least 50% of the audience to achieve Silver status in the program
- Utilize program results for case studies promoting the program to large employers

Solution

- Scavenger hunt promotion and weekly rewards drawing to drive awareness of the program
- Individual and team challenges to set goals, use the program, and improve their baseline status for participation
- Custom communications campaign including emails and a team tracking tool to generate competition

Results

- **81%** participation rate in campaign
- **99%** of those that participated achieved Silver status
- **33%** of participants submitted at least one change in status level of plan
- **47%** followed through on submissions for the scavenger hunt prizes
- Winning team earned **\$4,550** for charity

This major health benefit provider offers its employer groups and their members a health and wellness reward program, and needed to drive awareness and engagement among both the employers and their plan participants.

The health and wellness reward program is a product differentiator for the insurer who offered to decrease healthcare costs for employer groups by motivating employees to make healthy choices. The insurer wanted to pilot a program to drive awareness and participation among their own employees. The pilot results would then be used in a case study, promoting the program to employer groups.

BI WORLDWIDE (BIW) designed a two-phase approach to activate participation and improve activity within the program among the pilot employee group. Working in collaboration with the customer, BIW first launched a one-month scavenger hunt to increase awareness and knowledge of the program.

continued

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Each week, employees received an email driving them to the health and wellness website to find the answer to a question. Employees submitted answers and each correct answer was entered into a sweepstakes drawing. By using probabilistic rewards (a chance to win), the program drove 50% of the pilot program employees to log onto the website and submit a scavenger hunt answer at least once during the program. This was a significant improvement over the baseline of 18% of employees who had logged in prior to the program launch.

BIW then followed up with a five-month team contest encouraging employees and their teams to use the health program, set goals and change their baseline participation status. The winning teams were rewarded with a contribution to a selected charity, along with the pride of winning. Custom communications kept the contest top of mind by updating associates with HTML emails and a team ranking tool to let teams know their status and ranking to push them to keep going.

By sending frequent communications utilizing data visualization, the Behavioral Economics principle of memory bias was used, as we favor things we remember. This helped drive healthy competition; the company grew participation and achievements by 49%!

BI WORLDWIDE produces measurable results by using the principles of behavioral economics to increase engagement with their clients' employees, channel partners and customers.