



Reward participation with a valued incentive

A highly effective way to drive participation in JourneyWell is to offer an incentive. It is critical to the program success that the incentive you offer is:

- **Valued** — participants must value the reward.
- **Frequent** — incentives should be given frequently over time, delivered immediately after target behaviors are reached.
- **Paired with something meaningful** — such as praise from a meaningful, respected source. The more your employees want to earn the incentive, the higher your participation rate will be. Typically, the higher the monetary value, the higher the participation rate. However, a modest, immediate incentive is usually more valued than a large, delayed one.

No matter what incentive you choose, JourneyWell makes it easy to offer an incentive in all of our various packages and offerings.



Reward program completion

JourneyWell recommends that you provide your employees with an incentive for completing the health assessment and one wellness program, rather than just participating in the programs. This is important because then the incentive encourages your employees to finish the program, which helps them to make healthy, long-term lifestyle changes.

JourneyWell administered incentive

JourneyWell can administer the incentive when you choose a benefit differential. A benefit differential rewards members who fulfill program requirements by giving them the better benefit. Members who do not fulfill program requirements will receive a higher copay or deductible, depending on your benefit design. Annual participation is required for the member to receive the better benefit for the next plan year.

This incentive has proven high participation rates — it is designed to support participation rates of 75 percent or higher.

Employer administered incentive

You could also choose to administer your own incentive. JourneyWell will provide you with participation and completion reports. Then you can award your employees with the incentive.

Employer administered incentives could include:

- Premium differential
- Casual “attire” days
- Gift cards
- Additional paid time off

Your partner

JourneyWell will partner with you to help you choose an incentive that motivates your employees to get on the path toward better health.



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