USING INCENTIVES TO PROMOTE WELLNESS PROGRAM PARTICIPATION

IMPACTING WELLNESS PROGRAM PARTICIPATION

With the national healthcare industry undergoing radical change in recent years and companies making healthy employees a priority, new strategies and tactics are needed to engage and influence participation in wellness initiatives.

According to Willis North America 2015 Health and Productivity Survey, 66 percent of employers said their employees’ health habits were their biggest concern when it comes to managing rising healthcare costs.

Creative incentive marketing using reward programs are extremely effective and affordable for companies looking for proven tactics to incent employees to behave in ways that align with their wellness program goals and objectives.

HOW INCENTIVES STRENGTHEN EMPLOYEE WELLNESS PROGRAMS

Effective wellness incentive programs empower employees to participate in and sustain healthy behaviors while decreasing healthcare costs.

Flexibility and excitement are the cornerstones to the success of a company’s incentive programs. Senior management at companies all over the world struggle to find the right solution for incentive programs often finding that one size does not fit all.

Deploying an effective incentive program in your wellness initiatives can double participation, increase health related behaviors and activities, drive engagement through better well-being and help employees focus more on good habits and healthy behaviors.

WHY GIFT CARDS ARE THE INCENTIVE OF CHOICE

Employees want gift cards. According to a recent study by Incentives Magazine, 8 out of 10 employees report that they prefer gift cards over other incentives. "Gift cards continue to be the number one requested gift" says Rick Fletcher, vice president of Marketing for Ceridian Stored Value Solutions. "We shouldn't be surprised that they are also the preferred choice for incentives".

The recognition of diversity, in individuals and motivation, is the key to the success of gift cards. Gift cards cover everything from retail merchandise, dining, travel, movies, gas, hotels and groceries. Gift cards are the incentive of choice when trying to motivate and reward employee behavior because what people like – what makes them tick – is different from person to person. Gift cards are the most effective incentive because they have the widest possible appeal.
Gift cards have proven themselves time and time again to be the incentive award of choice. They are simple to administer, simple to communicate, simple to operate, and very relevant to those who earn one!

- Over $200 Billion is spent on Gift Cards annually
- 93% of U.S. consumers purchase or receive a gift card annually
- 83% of corporations use gift cards for consumer/employee incentives

PARTNER WITH THE INDUSTRY LEADER - CUSTOMER MOTIVATORS

Since 2003 Customer Motivators, LLC has excelled at engaging, motivating and rewarding consumers/employees to achieve various business objectives featuring popular gift card brands.

Customer Motivators, LLC represents over 150 of America's leading gift card brands

Customer Motivators, LLC turn-key incentive solutions have proven to increase participation in various wellness initiatives including:

- Health Risk Assessments
- Biometric Screening
- Lifestyle or Behavior Coaching
- Exercise/Fitness Program Enrollment
- Weight Loss Programs
- Smoking Cessation Program
- Stress Management Programs
- Attending Educational Workshops

Customer Motivators, LLC facilitates the programs in their entirety from project inception, through creative development, merchant approvals, gift card fulfillment to program reporting.

Clients who have successfully deployed Customer Motivators, LLC incentive marketing programs

Start today by energizing your wellness program initiatives. To learn more call (800) 409-9772