MAKING THE CASE FOR INCENTIVE$

SPENDING IS OUT OF CONTROL...

$2.7 trillion healthcare spend in 2013

AND IT IS LARGELY PREVENTABLE...

75% of healthcare spend was on preventable illness

FOCUS ON CONSUMERS VS. PATIENTS FOR CHANGE

85% consumers making daily choices about their health

15% patients receiving 'sickcare'

INCENTIVES CAN DRIVE HEALTHY CONSUMER BEHAVIORS

96% would engage in healthier behaviors

75% would have blood pressure checked

73% would lose weight

THE USE OF INCENTIVES ARE GROWING

Rewards ranked as top health trend in 2014

of health premium allowable for rewards

50% for smoking cessation under ACA

81% of companies plan to use rewards for health activities

$594 projected spend per employee on wellness incentives for 2014 (Up 15% from 2013)

Everyone Wins

when actions and programs are aligned with incentives and rewards to drive healthy behaviors.

Welltok® | Optimizing Health, Maximizing Rewards.

Learn more at www.welltok.com or contact pr@welltok.com

Sources: AHIP, Welltok, Mashable, TW/NBGH Survey, Fidelity/NBGH, DOL.gov