



# PLAY #6

## Hand Out Medals

Today's consumers love reward programs in a variety of ways, from purchasing a pre-paid gas card to in-store card programs that offer points and special discounts when certain levels are reached.

These programs motivate and reward the desired consumer behavior, and also instill brand loyalty. Healthcare consumers want incentives and reward programs, too.

**In a recent survey question by Accenture, 65% of respondents said the most important thing a pharmaceutical company could do is offer rewards.**

Strong health engagement campaigns can incorporate a variety of incentives and reward programs designed to create loyalty and improve compliance. One popular method of rewards is a coupon book or discounts to related products and services. A discounted membership to a health club, for instance, or rebates on exercise equipment can help motivate members to exercise and improve their health.

In addition to discounts, financial rewards can also push people to reach certain milestones, from showing up to appointments to achieving goals in weight loss or smoking cessation plans. Wearable fitness devices like the Fitbit can be great tools for motivation when the information is used to reward members at certain numbers of steps or miles.

General wellness incentives like rewards for quitting risky behaviors or getting regular exercise can help improve members' health and reduce the occurrences of chronic diseases like diabetes and heart disease. This lowers costs significantly down the road for health plans and providers, so this play helps in both the short and the long term.



## Play #6 – “Hand Out Medals” Checklist:

- Incorporate a variety of incentive and reward programs to drive loyalty
- Consider using financial rewards for members reaching milestones
- Use rewards/incentives to promote wellness incentives (like annual wellness visits) to help close gaps in care

