

Wellness Council of Iowa Tweetchat

"Incentives that Engage Employees"

February 9, 2012

Noon – 1:00 pm CST

www.tweetchat.com

hashtag: #iawellnesscounc

Description:

There are many strategies that have shown to increase employee participation in wellness programs. The use of incentives has gained significant traction in recent years because it has demonstrated the potential to be more effective than other methods.

Wellness programs in general have been found to generate a return on investment of reduced absenteeism for every dollar invested within three to five years of the program launch. This alone is impressive. However, by incorporating the use of incentives into a wellness program as a way to drive participation – particularly for program elements like employee health assessments – employers can see dramatic increases in their program ROI.

During our Tweetchat "Incentives that Engage Employees" we'll explore incentive strategies and how they can increase employee participation in your wellness program.

- 1. Provide some ideas of freemium, or low-cost incentives, you've used to engage your employees in an activity.**
- 2. Provide some ideas of high-value incentives you've used to engage your employees.**
- 3. Many employers provide an incentive to participate in an annual Health Screening – what incentive have you provided to complete this and what was your participation rate pre and post incentive?**
- 4. Describe an effective wellness intervention and the associated incentives you provided at your worksite.**
- 5. What types of communication strategies did you use to promote the intervention and related incentive?**
- 6. What was the least expensive incentive you used with the highest engagement?**
- 7. What type of approval do you need to gain (both from an employee level and from an administrative level) to provide an incentive?**

