

Healthy LifestylesSM Rewards - Sales FAQ

Q: What types of groups are the best candidates for Healthy Lifestyles Rewards?

A: There are a number of factors to consider when looking for a group that will have success with Healthy Lifestyles Rewards:

- Group must have 100+ IBC managed care contracts (HMO, POS, DPOS, PPO).
- They must be experience-rated.
- HLR provides an online tool kit of communications materials for employers' use during the program period. The group must commit to issuing ongoing communications to their employees – either through established communication channels for its employees or new communication vehicles to support this program.
- The group must be able to afford funding the admin fees plus the cost of rewards.
- Ask the group what their main objective is, i.e. boost employee morale and awareness to health, long-term cost savings, behavior change, etc.

Q: What are some of the common objections groups have to Healthy Lifestyles Rewards and how can I address them?

A: While educating groups about Healthy Lifestyles Rewards, you may find they have questions or objections to the following:

- **Computer access** – Since Healthy Lifestyles Rewards has an online member portal that tracks activities and points, it's important that employees and their eligible dependents have access to computers. You may want to discuss options for those who do not have regular computer access, such as setting up laptops or workstations in a central location, encouraging employees to check their portal at home or accessing a computer from the public library.

In a recent Independence Blue Cross (IBC) study about member incentive programs, we found that the concerns for Internet access were very different for employers and their employees. Almost 1/3 of employers expressed concern about their employees' Internet access. However, only 14% of employees were concerned that Internet access would be a limitation.

- **Confidentiality** – Member specific data is used for the purpose of outreach through IBC's health management programs. However, all member data reported back to the employer is aggregate and does not include any specific member information. We may also provide information to your employer group regarding your participation in these programs, but not your individual responses or final results.
- **ROI** – See question on ROI below.

- **Participation** – Since communication is key to increasing participation and guaranteeing program success, you will want to ensure the group understands its role in the success of the program - ensuring that groups have an effective way to communicate with employees or develop new communication channels to promote the program. The sample marketing plan outlines a timeline for a successful program introduction. After the sale, follow up with them regularly to make sure they are following through on their communication plan. Suggest implementing some of the communication materials found in the online kit, www.ibx.com/healthy_rewards.
- **Administration** – The actual program setup for Healthy Lifestyles Rewards is simple. The sales rep completes the Express Set-Up form and then the customer signs the contract with IBC. IBC will bill the customer a monthly administration fee for the program. The group will also be responsible for paying for the cost of their members' rewards to the vendor. Finally, group administrators can access reports online to monitor the progress of their program.

Q: What marketing materials are available to facilitate the sales process?

A: There is a wide selection of materials you can choose from, depending on the level of detail required for the meeting and the particular needs of the group. Materials are posted on the Sales RAC. You can also obtain presale marketing kits by contacting your fulfillment coordinator:

- **PowerPoint presentation** – designed for use with groups
- **Marketing Materials Kit** – includes a group brochure, sample marketing plan, member flyer, announcement letter, posters, and other materials groups can use to promote the program
- **Online Promotion Guide** – available at www.ibx.com/healthy_rewards, this self-service site allows groups to access all of the marketing tools they need
- **Sample reports** for tracking employee participation, earned points, and redemption
- **List of restaurants and retailers** for which gift cards can be redeemed
- **Health milestones and activities** – While some milestones and activities may differ across groups (i.e. Wellness Partners[®]), we have a complete listing of all activities groups can choose from

Q: How should I handle questions about ROI?

A: Since incentive programs are still relatively new and differ greatly from one another, it can be difficult to find hard statistics on the actual return on investment. While most studies that have been done indicate a return, the amount of return can vary greatly.

Recent studies from the American Journal of Health Promotion and Time.com have shown that rewards programs have a return on investment ranging from \$1.50 to \$3.90 for every dollar spent, depending on plan design. However, the support of the group's leadership has a direct impact on this outcome. While IBC will provide the administration

of the program, commitment from the group to promote the program frequently as recommended is important to achieve optimal participation levels.

While a financial return is definitely a key goal of Healthy Lifestyles Rewards, there are a number of other important returns to consider:

- Healthier, more positive workforce;
- Greater productivity through reduced absenteeism due to health issues;
- Higher employee morale;
- More health-conscious employees;
- Increased employee awareness of your concern for their health;
- Greater awareness of health plan programs and resources.

In its 2009 Health Care Cost Survey, Towers Perrin examined 609 companies to see some of the differences in health care costs between low-performing companies and high-performing companies. According to the survey, it was found that, on average, high-performing companies will pay 12% less (\$1,200 per employee) than low-performing companies in 2009.* What do high-performing companies do differently?

- build the link between workforce health and business results
- engage employees, promote a culture of health, and proactively manage change
- invest in a broad range of existing and emerging health management programs and approaches
- have a much higher percent of employees participating in onsite biometric screenings, lifestyle coaching, personal health record, and integration of disability with medical care management
- higher percentage offer incentives for completing a health risk assessment, biometric screening, and participate in care management programs or adopt healthy lifestyles

*Towers Perrin divides respondents in its annual health care cost database into three categories: low-performing, average-performing and high-performing companies. Performance designations are based on relative costs and cost increases, as well as whether an organization is meeting its health benefit objectives in key areas that include managing employer and employee costs, enhancing efficient purchasing of health care services, enhancing employee understanding and engagement, and increasing employee satisfaction, attraction and retention.

Q: What are the contributing factors to a group's success with Healthy Lifestyles Rewards?

A: We can't emphasize enough the importance of a commitment and active cooperation from the group. Here are some key success factors:

- **Communication** – While IBC provides some promotion of Healthy Lifestyles Rewards, most of the promotion should come from the group. The group should look at its current means of communicating with employees and determine which outlets they can use to promote the program. IBC created the Online Promotion

Guide (www.ibx.com/healthy_rewards) as a self-service tool that groups can use with flyers, posters, postcards, emails and letters available.

- **Marketing plan** - To encourage participation, a group needs to have a marketing plan that will establish a schedule for frequent communications to employees. The Online Promotion Guide (www.ibx.com/healthy_rewards) includes a sample marketing plan to give groups ideas for messages to communicate prior to the program launch, a kick-off event once the program begins, and reminders every month about the benefits and various ways of participating. Encourage groups to come up with their own unique ways of getting the message out, such as Lunch & Learns, staff meetings, competitions, or companywide emails.
- **Level of commitment** – It's critical that groups have a high level of commitment to the Healthy Lifestyles Rewards Program in order to achieve success. If groups are committed to promoting the program, then employees are more likely to participate and take actions to get healthy.
- **Program champion** – You should encourage each group to appoint an internal employee to serve as a champion for the program, promoting its benefits, setting an example, and encouraging others to participate.

We hope these frequently asked questions will be helpful to you as you prepare to meet with groups about Healthy Lifestyles Rewards. One of the best ways to prepare for a meeting is to participate in the program yourself. By doing so, it gives you a better understanding of how the program works so that you can better explain Healthy Lifestyles to your customers. If you haven't already done so, log in to ibxpress.com to start your Personal Health Profile and earn HealthPoints today!