

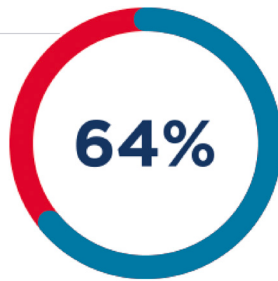
Health & Wellness

INCOMM CORPORATE RESEARCH:
Incentives Market Metrics 2021


Room to Grow


When surveyed about their health plan, the majority of respondents said they were unsure whether their plan offered incentives.

However, **a significant percentage would be interested in healthcare incentives if they were offered**, and believe they would help achieve their health goals.



Activities members are more likely to engage in if offered an incentive:




 **Health screening**

 **Track steps**




 **Preventative care screening**

Health and wellness incentives are mutually beneficial — giving members funds for self-care to encourage healthy living, which improves long-term outcomes that ultimately save health plans money.

Incentives **most often given** by health plans:

-  Health insurance premium reduction, HSA contribution (tie)
-  Visa gift card
-  Cash back

Incentives **most valuable** to health plan members:

-  Cash back
-  Visa gift card
-  Discounts on OTC or HSA contribution (tie)