

5 Critical Questions to Evaluate Your Reward & Incentive Program



Whether you're building your first reward and incentive (R&I) program, or you're looking for new ways to optimize an existing program, below are 5 questions to evaluate your program to make sure it's set up for success. Use the information below to rank your R&I program in the following categories from 0 to 5, 0 being poor and 5 being excellent. After you've made your way through the worksheet, add up your results to see where you stand.

1 Is the program data-driven?

Data-driven programs identify unmet member needs and social determinants of health that create barriers to care, as well as use performance metrics to optimize efforts.

RANKING CRITERIA

- Continuously and automatically ingest and standardize all clinical, non-clinical, and self-reported data to create a longitudinal member health record
- Aggregate and segment data to target populations based on demographics, geographics, health conditions, and measure completion or compliance
- Offer solutions for engaging those experiencing social determinants of health and digital deserts
- Align with quality measures to address Star Ratings, HEDIS® gaps, CAHPS, and HOS

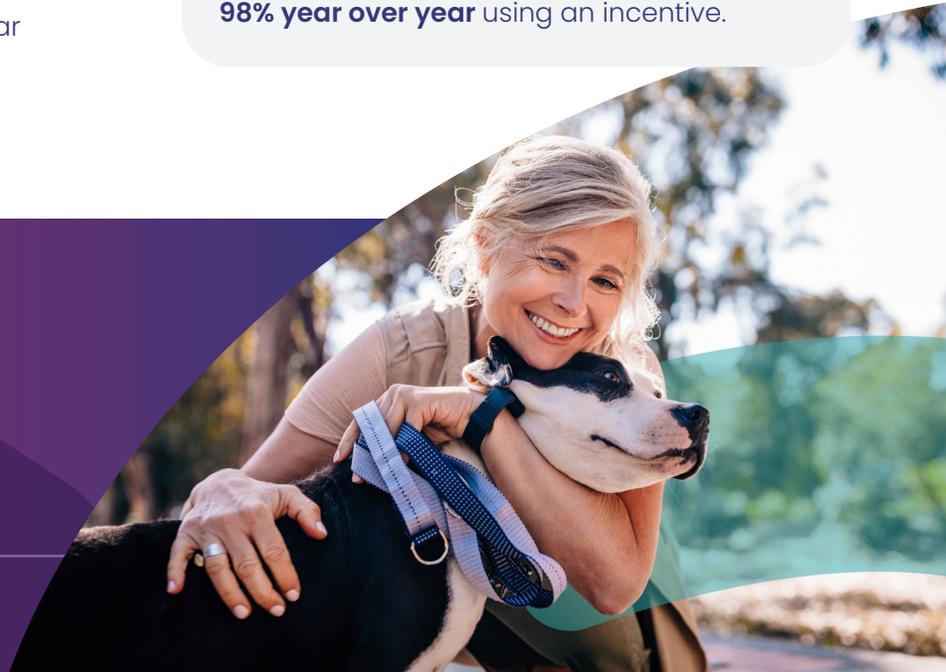
Select your score below



PROOF POINT



Pairing rewards with health actions that align with HEDIS measures pays off—a Healthmine Blues plan client **increased Breast Cancer Screening compliance by 98% year over year** using an incentive.



2 Does the program create a personalized experience for members?

Personalized experiences build trust and motivate members to take action.

RANKING CRITERIA

- Automatically generate health action plans, NCQA-certified health education, and relevant guidance based on all member data
- Reach and engage all members at scale while maintaining a level of personalization to support each member's unique needs
- Use tailored messages to provide members with relevant information and reduce excess "noise"
- Deliver messages through the member's preferred communication channel—such as email, text, phone calls, or physical mail—to reduce abrasion

Select your score below



PROOF POINT



Across all of Healthmine's clients, the average NPS® is 42 (health plan industry average is 24), demonstrating that a personalized experience contributes to more satisfied members.

3 Does the program include tailored and customized incentives?

Successful R&I programs allow members to choose the rewards that make sense for them, instead of boxing them in with an all-or-nothing selection.

RANKING CRITERIA

- Let members select financial incentives such as digital or physical gift cards that give them autonomy on where and how to spend, while also offering merchandise rewards
- Provide rewards and incentives that are accessible and can be redeemed locally
- Offer reward values that make sense based on the level of effort needed to complete the incentivized activity (e.g. Annual Wellness Visit and colonoscopy have different reward values)
- Allow members to use self-attestation to get rewarded for completing healthy actions

Select your score below



PROOF POINT



Healthmine's digital **Health Risk Assessment** achieves up to a **76% completion rate** when paired with a \$25 incentive.

4 Does the program include omnichannel activation?

Omnichannel engagement delivers relevant information to the right people at the right time, using the channels that are most likely to reach, inform, and motivate them to act.

RANKING CRITERIA

- Support automated data aggregation and segmentation to create targeted member outreach lists in just a few clicks, no IT lift required
- Use primarily digital channels including web portal/mobile app, email, text messages, and/or push notifications to reduce member abrasion and improve scalability
- Include a traditional media wraparound (e.g., telephonic, print, or direct mail) to fill in the gaps for members who can't or won't connect digitally
- Track member actions and trigger automated digital communications to reduce administrative burden

Select your score below



PROOF POINT



Members who are activated and engaged digitally with Healthmine complete **4x more healthy activities** than those who do not.

5 Does the program include real-time performance monitoring?

Monitoring your program's performance helps you identify what is and isn't working, so you can make shifts to your strategy that will help you reach your goals.

RANKING CRITERIA

- Track program progress against plan performance goals, such as Star Ratings, HEDIS gaps, CAHPS, and HOS
- Continuously monitor member satisfaction, health action completion and compliance, and rewards fulfillment
- Track quality performance measures for all contacts and lines of business in a centralized location
- Use digital surveys to deliver real-time responses from members and allow for immediate follow-up

Select your score below



PROOF POINT



A Healthmine Medicare R&I program **helped increase a Blues plan Star Rating from 4 to 4.5 Stars** by actively engaging, rewarding, and tracking member activity.

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Bonus Points

Is your rewards program compliant with recent CMS regulations?

The Contract Year 2022 Medicare Advantage (MA) and Part D Final Rule introduced new guidance for MA plans on the types of allowed rewards. **Add 1 point to your score for each bullet below that applies to your program:**

- +1 Program does not include any Amazon gift cards
- +1 Program does not include any unrestricted generic debit cards or reloadable gift cards (i.e. Cards without SKU restrictions on prescription drugs, alcohol, tobaccos, firearms, liquor, and lotto)
- +1 Rewards are offered to all “Qualifying Individuals” uniformly, meaning any member who is eligible for the benefit under their plan has access to the reward

Add up your total score from each category to see where your R&I program falls.

My R&I program score is: _____

- **If your total score was 0 – 10**, your R&I program needs work: There are many simple things you can do today to make an immediate impact on your program design.
- **If your total score was 11 – 19**, your R&I program is good but could be better: Your foundation is solid, but a shift to your strategy could unlock substantial performance improvement.
- **If your total score was 20 – 28**, your R&I program score is in good shape: You’re doing well! Take advantage of this opportunity to keep improving the member experience.

How did you do?

If you’re not happy with your final score or you’re not seeing results, **reach out to us!** Healthmine can quickly configure a reward and incentive program that motivates members to act, while giving you the measurement and assessment tools you need to optimize success.

Contact us for more information.

✉ engage@healthmine.com

🌐 healthmine.com/contact