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New Health and Wellness Financial Incentive Benchmarking Results

Conner Strong & Buckelew is a member of the National Business Group on Health (NBGH), the nation's elite and only non-profit organization devoted exclusively to representing large employers' perspectives on national health policy issues and providing practical solutions related to the most important healthcare problems that employers are facing today. We use many of the NBGH's tools, notably in the area of benchmarking where they collect objective, independent and robust data on key issues of the day from the nation's largest employers.

[Click here](#) for the latest set of benchmarking data from the NBGH and Fidelity related to health and wellness and financial incentives and how they are tied to participation. The results are promising and speak to the fact that business and industry is committed to using health and wellness as a way to drive behavioral change. While it takes time to influence meaningful change, "invested" wellness plans will have a better chance of making a dent in cost and improving quality when plan participants are financially invested in participation. The report is brief and worth reading from cover to cover. Below are select highlights:

- 93% of respondents intend to expand their health and wellness plan contributions in 2014 and beyond;
- 74% of employers plan to tie wellness incentives to some type of participation versus merely offering such plans without any incentive;
- The 2014 average value of incentives for employees is now up to \$594 per year. Where an employer offers an incentive to a spouse/domestic partner, the average incentive for wellness participation was \$530;
- 42% of employers now tie the health and wellness participation to the employee's contribution (i.e., reduced contribution) versus some other reward;
- The banking and financial services industry leads all industries in wellness incentives.

Comprehensive health and wellness plans need to focus on a wide range of areas to be effective and meaningful. Everything from communications to developing strategies that speak to an organization's specific characteristics are essential to a plan that can positively address cost, quality and productivity. Conner Strong & Buckelew has resources dedicated to helping employers design best in breed health and wellness plans with customized partnerships with top-notch wellness partners that can help deliver the best results.

For help with an effective health and wellness plan for your business, please contact your Conner Strong & Buckelew account representative.



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