



# Employee Engagement is Hard

Connecting Your Wellness Rewards Program to ConsumerMedical Can Drive Double-Digit Improvement

The role of incentives—and disincentives or penalties—in supporting wellness program participation is well documented. Employers should consider wellness regulations under the Affordable Care Act (ACA), as well as legislation such as the Americans with Disabilities Act (ADA) and the Genetic Information Nondiscrimination Act (GINA), when designing their programs. Once calibrated with health benefits offerings and supported by communications, incentives can help substantially improve program ROI.

**CLIENT:** Manufacturer with 19,000 eligible employees



## Wellness rewards

ConsumerMedical Surgery Decision Support® = \$200 cash  
Other ConsumerMedical services = \$40 cash

**476%** engagement increase

**98%** satisfaction

**19:1** ROI

**CLIENT:** Financial company with 7,500 eligible employees



## HSA contributions

\$125 HSA contribution for ConsumerMedical utilization

**109%** engagement increase

**100%** satisfaction

**12:1** ROI

**CLIENT:** Technology company with 14,000 eligible employees



## Premium reduction points

\$25 premium reduction for ConsumerMedical utilization

**192%** engagement increase

**97%** satisfaction

**16:1** ROI

**CLIENT:** Pharmaceutical company with 13,000 eligible employees



## Wellness credit

100 wellness points for ConsumerMedical utilization

**121%** engagement increase

**96%** satisfaction

**13:1** ROI

**consumermedical**®

Your Medical Ally®

“ While we regularly communicate information about ConsumerMedical to our employees and their families, we've really seen a large uptick in engagement when we started incentivizing utilization of ConsumerMedical in our wellness program. ”

– Alan Lubeck, Head of US Benefits, Sanofi US

## Engagement = Awareness + Activation + Commitment

Our team develops an integrated marketing and promotion plan based on your program offerings, incentive strategy, as well as available communication channels and employee preferences. Using data to deconstruct engagement and measure program impact, we help maximize awareness, drive initial enrollment, and sustain ongoing participation in high-value services.

1.

### Choose the activities.

You set the eligibility and utilization requirements that make sense for your organization.

- Register
- Download medical information
- Request an expert medical opinion
- Surgery Decision Support
- Medical Decision Support®
- Attend a webinar

#### Earn Wellness Points

<b>ConsumerMedical</b>	Register for the Member Portal, learn more about a medical condition or a treatment, and request a second opinion.	<b>100 points</b>
<b>Dental Exam</b>	Schedule and complete your annual dental exam.	<b>100 points</b>
<b>Healthy Habits Challenge</b>	Complete 3 Healthy Habits in the wellness rewards program mobile app.	<b>50 points</b>

2.

### Choose a reward.

It doesn't have to be a lot. Our clients have had great success spending as little as \$25.



3.

### Work with us to update print and digital communications.\*

We'll be sure to include your specific rewards language.



#### ConsumerMedical can help you:

- Understand any medical condition and all available treatment options
- Find the most qualified doctors and top-rated hospitals in your area and insurance network
- Get a second opinion, from elite specialists across the country, either in person or virtually for complex cases
- Ask your doctor the right questions
- Cope with the stress of having a medical condition

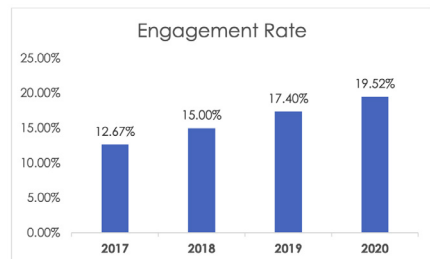
#### Earn Be Well Points

Terms, conditions and restrictions apply. Earn Be Well Points with ConsumerMedical in selected cases.

4.

### Activate your team.

- Enlist your senior leadership team, including the CEO, to support employee communications
- Prep your wellness champions network by sharing the plan and materials
- Track and share performance, including participation



\*Updating communications assets may incur a fee.

To learn more about ConsumerMedical and our solutions: [sales@consumermedical.com](mailto:sales@consumermedical.com)

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