

When it comes to boosting employee interest and engagement in your wellness program, consider offering incentives. Incentives provide an opportunity to draw attention and encourage action. There are two types of incentives:

- Non-financial
- Financial

Although each can be offered independently, by using a combination of the two, you can maximize your efforts, while staying relevant and tuned-in with the needs and interest of your employees.

Non-Financial Incentives

Non-financial incentives are rewards that typically are little to no cost to the company. These types of rewards inspire and engage employees in ways that money cannot. These incentives are centered on appreciation of efforts and the value of the individual to the workplace.



Examples include:

Praise & Recognition: Especially from direct supervisor(s) and senior leadership in the form of a handwritten note or letter, email or verbal announcement at monthly meetings. Monthly or quarterly achievement awards and opportunities to lead projects, task forces, etc., are also examples.

Other Types of Non-Financial Incentives:

- Casual or theme day (e.g. jeans or favorite sports team attire)
- Flexible scheduling, allow children and/or pets if applicable
- Paid personal days/birthday, medical/dental appointments on work time
- Paid or reserved parking, use of company car for work-related travel, etc.
- Updating equipment, work space, selections or type of vending if applicable
- Monthly office theme day
- Paid training, professional development, etc.

Financial Incentives

Financial incentives generally offer a physical reward to entice and influence desired behaviors. They can also increase productivity, but may be less effective over time and long-term. Be sure to monitor how often a financial incentive is used – if used too often, it may be seen as an entitlement rather than a motivator.

Examples include:

- Company branded merchandise or 'swag'
- Healthy office snacks from a local grocer or farmer; discounts on healthier options
- Cash, gift cards (fitness, healthy food, massage/spa, etc.), movie tickets

- Stock options, profit sharing
- Tech, like pedometers or trackers
- Sweepstakes/drawing, spinner wheel or game, 'Earn a Chance to Win'
- Offer medical savings account/HSA contribution, benefit plan redesign
- Reimburse healthy behaviors (i.e. gym memberships, lifestyle/step trackers, employees who bike to work, paid registration to 5k, etc.)
- Fitness equipment for the office or standing desks in shared office space
- Tobacco/nicotine-free discount on insurance
- Onsite medical services, free diabetic supplies, nicotine-replacement therapy (NRT)



Regardless of the type or combination of incentives you offer, be sure to create a communication and deployment plan that is clear and provides details of the rewards and programming available.

***Note:** Federal and state regulations may limit incentives. Consult legal counsel regarding applicable compliance obligations.

Visit us at bcbsks.com

