

Participatory vs Outcomes-Based Wellness Programs



Strategic wellness programs focusing on prevention efforts and disease management, with the aim to holistically improve wellness through sustainable behavior change, have shown to alleviate rising healthcare costs for employers. Future trends are noticing a shift from in-person, physical health-dominant programs towards holistic, adaptable, and personalized solutions.

PARTICIPATORY- BASED

**VOLUNTARY AND INCLUSIVE.
CULTIVATES A POSITIVE CULTURE. INCREASES TRUST.**

- Gradual way to introduce employees to wellness, factoring in complexity of hybrid work models and employee well-being.
- Incentives & rewards are based on participation in wellness activities, which are typically perceived as fair and reasonable to achieve.
- Fewer legal requirements.
- ROI can be difficult to measure. Use participation, engagement and VOI to measure impact.
- Aligns with future health trends of taking a holistic, personalized approach to prevention efforts.
- Technology supports offering a comprehensive wellness program to drive behavior change.
- ACA guidelines confirm if voluntary programs are made available to all similarly-situated employees, regardless of their health status, it is considered nondiscriminatory.

OUTCOMES - BASED

**DATA AND GOAL DRIVEN. PHI INVOLVED.
MUST MEET LEGAL COMPLIANCE REQUIREMENTS.**

- More aggressive approach to wellness with only 7% of employers using outcomes-based programs.
- Incentives & rewards are directly tied to health outcomes. Healthy employees are rewarded for meeting benchmarks. Potential for rapid improvements in health scores to avoid penalty for at risk employees.
- Must be legally compliant with the ACA and subsequent guidelines from various federal agencies. Offering a reasonable alternative standard (RAS), to those who can't meet required targets in light of current health status.
- Easier to measure ROI, though must take into account the complexity of investment; Years of testing to establish baseline and compare scores which often leads to over-testing. Plus, an increased need to offer population specific education to meet set goals.
- Additional research is needed to determine the effectiveness screenings alone have on creating lasting behavior change and lowering health care costs for employers, as awareness of potential health risks does not necessarily result in sustainable behavior change.

INCENTIVE IDEAS

INCREASE ENGAGEMENT. MOTIVATE BEHAVIOR CHANGE

- Company Swag
- Ergonomic Office Equipment
- Gift Cards
- Gym or Fitness Class Reimbursements
- Healthy Meal Vouchers
- Help from Incentive Administration Vendors
- Larger Raffles
- Lifestyle Spending Accounts
- Mental Health Perks
- PTO Days

“We continue to emphasize the importance of individuals having a personal relationship with their direct primary care provider. The integration of DPC and technology enables a more holistic, data-driven approach to employee wellness, ultimately leading to better health outcomes, increased engagement, and a stronger culture of well-being within the organization.” -PeopleOne Health