

Best Practices for WellSteps Rewards

1) Make *Rewards* part of a comprehensive wellness strategy

First year participation across all WellSteps customers is 60%. The customers who use *Rewards* as part of a more comprehensive solution have participation *23 to 26 percentage points higher*.

2) Let WellSteps help design your program with our planning tools and employee input

WellSteps provides you a best-practice *Rewards* structure that is completely flexible. We also collect and provide employee input to help you tailor your program.

3) Use *Rewards* to improve your worksite culture of health

WellSteps offers a health culture audit with actionable feedback. *Rewards* provides the structure that allows customers to apply culture change suggestions.

4) Create sustainable participation by building variety and fun into *Rewards*

Over two years, *average participation is between 55% and 60%*. One customer increased participation from year one to year three by 230%!

5) Design the *Rewards* levels so that effort will be rewarded

Of those who participate, *an average of 50% achieve a medal level*. When *Rewards* is used with a benefits strategy such as a premium differential, prize achievement is even higher.

6) Use all the *Rewards* communications capabilities

Rewards includes a programmable pop-up video tool, ability to link to any webpage or file, an email and text message tool, and more.