



Pillar 8

Incentives and Benefits Design

**Why are incentives and
benefits design important
in building a culture of
health and well-being?**

Insights from NEXTpert, Andy Baskin, MD



Why is Pillar 8 – Incentives and Benefits Design – important to employers?

“In order to encourage healthy behaviors, incentives, and benefit designs should be carefully crafted to make optimal health and healthy behaviors the path of least resistance and the most desirable path for the member. Inadequate incentives and benefit designs that are too complex or not aligned with employees' perception of good clinical decisions may be viewed negatively. Therefore, careful incentive and benefit designs will encourage healthy behaviors that employees and employers desire while avoiding negative perceptions.”



How does Pillar 8 – Incentives and Benefits Design – contribute to a culture of health, safety, and well-being?

“While the member always has choices to make, incentives and benefits should allow the member to make the best health, safety, and well-being choices. Simply stated, the least costly decisions regarding health, safety, and well-being should be the easiest to make.”



How does Pillar 8 – Incentives and Benefits Design – affect the workforce population?

“Member (workforce) cost sharing for medical services is inherent in most health insurance plans. Some healthy behaviors, such as gym memberships, bicycling, and eating fresh foods, may also have financial costs. Using incentives and benefit design to encourage and even financially underwrite those good behaviors will obviously lead to a healthier, more productive, and present workforce.”



Why does sequencing matter for this pillar?

“A strong health and well-being program is built from the ground up. There are fundamentals that should be established first, such as a Mission and Vision statement, senior leadership involvement, and a marketing campaign. The workforce needs to know that the employer truly cares about their health and well-being and the employees need to want to be healthier. These are the first steps to obtaining strong employer participation.”



**A NEXTpert's tips on incorporating Pillar
8 – Incentives and Benefits Design –
into a workplan:**

“Involving employees in this effort is very essential and be transparent. Show your employees why you think this is meaningful and ask them what is important to them.”



“Incentives and benefits should be designed as carrots and not the stick. Reward behaviors that will likely result in improved health and well-being without penalizing those who choose otherwise. It is also important to consult with employees about what incentives and benefit designs they feel are important. In concert with Mission and Vision statements that reflect the employers emphasis on health and well-being, Incentives and Benefit design will support that goal.” – NEXTpert, Andy Baskin, MD

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