

# Change behavior without changing your budget



## Well-being with a budget-neutral incentive model

Financial incentives drive well-being program participation. However, the type and amount of the incentive can vary based on your company culture, changing Equal Employment Opportunity Commission (EEOC) rules, and the types of programs you offer. As employee healthcare costs continue to rise, budgets are tightening. Employers are struggling to continue offering beneficial well-being offerings, let alone provide incentives for participating in them.



Health screenings are uniquely reliant on participation incentives. Those who participate tend to be more health-conscious. When no incentive is used, or inadequate incentives are offered, employers tend to miss potential high-cost claimants, and fail to see the impact of screening on their healthcare spend. In order to gain the insights from screening while maintaining your wellness budget, consider using a budget neutral model. See an example of a budget-neutral incentive model below.

**The budget-neutral model** uses premium differentials to cover the costs of screening, and other wellness offerings. The premium differential is forgiven for biometric wellness screening participants, shifting the cost to non-participants, who:

- have 30% higher healthcare spend
- are 33% more likely to go to the emergency room
- are 50% more likely to have an in-patient claim<sup>1</sup>



## Sample budget neutral incentive model

Participation		Costs	
Eligible participants:	1,000	Annual premium differential (for non-participants):	\$120 \$10 per month
Total participants:	750	Per participant fee:	\$40
Total non-participants:	250	Total cost of program from participants:	\$30,000
Percent participation:	75%	Total premium differential from non-participants:	\$30,000

**Actual cost of program to employer: \$0**

**For more information about incentives for your biometric health screening, talk to your Account Executive or email [PopulationHealth@QuestDiagnostics.com](mailto:PopulationHealth@QuestDiagnostics.com).**

1. Statistics based on 2016 case study of claims for Quest Diagnostics Health & Wellness screening participants vs. non-participants.