

Quality health plans & benefits  
Healthier living  
Financial well-being  
Intelligent solutions



# Inspiring healthy change



## Aetna Healthy Actions<sup>SM</sup> Incentive Program

[www.aetna.com](http://www.aetna.com)

For self-insured employers

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# How to drive employee engagement and get results

## The power of incentives

Wellness and healthy living programs promote healthy behaviors. In a nutshell, they help promote change — getting employees to:

- Change the way they think about their health
- Do something about it

Incentives can play a powerful role in igniting that change. Motivating employees to engage with a program ... to take action.

## Targeted, meaningful incentives

Incentives have to be meaningful, though. They need to fit your company culture, preferences, goals and the needs of your employees. And they need to be tailored to a specific behavior change.

Best-practice results show that incentives are more likely to work with senior management support and resources. A strong communications strategy is also key to their success.



Whether you're considering incentives for the first time or refining your strategy, we'll help you design an Aetna Healthy Actions incentive solution that's right for you.

Note: Incentive-based activity awards are not available to California health maintenance organization (HMO) members.  
**Health benefits and health insurance plans are administered by Aetna Life Insurance Company (Aetna).**

# Designing an incentive strategy



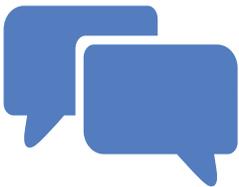
## Step 1: Gather and analyze information

- **Identify** your population's health needs, risk factors, interests.
  - **Understand** company culture and corporate goals.
  - **Review** worksite wellness program history and current incentive design.
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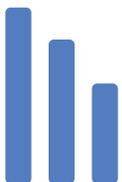
## Step 2: Define your goals and objectives

- **Create** a short- and long-term incentive roadmap.
  - **Match** wellness program interventions to targeted behaviors and risks.
  - **Tie** actions to desired results.
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## Step 3: Develop an implementation plan

- **Ensure** you have senior management support.
  - **Develop** a robust promotion and strong, ongoing communications strategy.
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## Step 4: Track results and refine your strategy

- **Gather** program feedback.
- **Measure** results against goals and objectives.
- **Determine** improvement opportunities through reporting and metrics.
- **Refine** your future strategy.

# A wide array of incentives to choose from

Here's a sampling of the types of actions we can track. Many are tied to our health programs.

**Talk to your Aetna team about these and other ways to:**

- Increase awareness
- Encourage participation and engagement
- Reward and reinforce positive health actions



## To BUILD a healthier workforce

You can use incentives to increase employee awareness about their health. Understanding their health status and associated risks is vital to building a healthier workforce.

Aetna program	What it does	Aetna Healthy Actions tracks
<b>Simple Steps To A Healthier Life®</b>	Employees complete a health assessment and take part in self-paced online health coaching programs based on their identified areas of need and interest.	Completing a health assessment and/or online health coaching programs
<b>Aetna Personal Health Record</b>	Members become more engaged in understanding and managing their health.	Completing tasks in their personal health record
<b>Beginning Right® maternity management</b>	Program provides services, information and resources to help improve pregnancy outcomes.	Completing a pregnancy risk survey early on and/or a depression screening after delivery

## To DEVELOP healthy habits

Getting started and sticking with a healthy activity can be a challenge. You can use incentives to encourage participation and reward continued involvement.

Aetna program	What it does	Aetna Healthy Actions tracks
<b>Aetna Get Active<sup>SM</sup></b>	Social media platform encourages physical activity and nutrition. Seasonal fitness challenges keep employees motivated and moving.	Completing challenges Accumulating points
<b>Healthy Lifestyle Coaching</b>	Wellness coaching program to meet the needs of a population — whether they're physical, intellectual, emotional, social, spiritual, environmental, professional or financial.	Completing a specified number of calls with a coach Completing personalized Healthy Lifestyle Coaching goals
<b>Onsite health screening</b>	A convenient way for members to get key health and biometric tests that can help foster a healthier workforce.	Meeting targeted results in a biometric or metabolic screening

## To MANAGE chronic conditions

Chronic diseases are among the most common and preventable. You can use incentives to encourage and reward employees for taking a more active role in their health. And continuing to stay on top of their conditions.

Aetna program	What it does	Aetna Healthy Actions tracks
<b>Aetna In Touch Care<sup>SM</sup></b>	Telephone and online support for members facing chronic or serious illnesses.	Virtual activities, as well as either care management coaching or goal completion
<b>Health Decision Support</b>	Tool helps members understand procedures, tests and surgeries.	Completing any Health Decision Support program
<b>Aetna Health Connections<sup>SM</sup> disease management</b>	Nurses provide ongoing support for 35 different health conditions. Members receive different levels of outreach based on their Aetna opportunity score, medical and prescription claims data, and personal health record.	Completing a specified number of calls with a nurse Enrolling in the program

For a full list of our incentive offerings and pricing information, contact your Aetna team.

A healthier and more productive workforce is in reach — with **Aetna Healthy Actions** and a well-designed incentive strategy. Talk to your Aetna team and let's get started today.

Incentive-based activity awards will only be given for completing select wellness programs as determined by the plan sponsor. Your health plan is committed to helping your employees achieve their best health. Rewards for participating in a wellness program are available to all employees. If you have employees who are unable to meet a standard for a reward under this wellness program, they might qualify for an opportunity to earn the same reward by different means.

This material is for information only. Any incentive reward may be taxable to you. You may wish to consult with a tax adviser as to the proper tax treatment of an incentive award. Health benefits and health insurance plans contain exclusions and limitations. Not all services are covered. See plan documents for a complete description of benefits, exclusions, limitations and conditions of coverage. Plan features and availability may vary by location and group size and are subject to change. Health information programs provide general health information and are not a substitute for diagnosis or treatment by a physician or other health care professional. The Aetna Personal Health Record should not be used as the sole source of information about the member's medical history. Information is believed to be accurate as of the production date; however, it is subject to change. For more information about Aetna plans, refer to [www.aetna.com](http://www.aetna.com).

**Policy forms issued in Oklahoma include:** GR-23 and/or GR-29/GR-29N.

[www.aetna.com](http://www.aetna.com)

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