

INCENTIVE MANAGEMENT

REWARDING EMPLOYEES FOR ADOPTING HEALTHY LIFESTYLE BEHAVIORS

CLIENT: GCI

GCI Communication Corp. is a telecommunications company in Alaska, providing service for streaming television, cell phones and internet. Over the last four decades they've invested more than \$4 billion to establish connectivity and expand access to services like education and healthcare throughout the state.

CHALLENGE:

Engagement

Like many employers, GCI struggled getting members to participate in wellness activities such as biometric screenings, health risk assessments, or seeing a personal care physician. Using innovative strategies, they hoped to motivate more team members to prioritize their health and wellbeing.

Education

GCI also wanted their employees to better understand results of their biometric health screening and the long-term benefits of healthy lifestyle behaviors. Through increased communication, they wanted to raise awareness about the importance of participating in the wellness program.

SOLUTION: Quantum Health

GCI partnered with an incentive manager at Quantum Health to create a tailored program that rewarded participation and encouraged members to make healthy lifestyle choices. Significant financial rewards could be earned by completing an annual biometric screening and meeting one of two criteria:

1. Reach four or more benchmarks in their annual screening, **OR**
2. Participate in at least one health coaching call



ADOPTING HEALTHY BEHAVIORS

Members rewarded for meeting four or more of these benchmarks, all of which help prevent risk of long-term health problems:

- BMI less than or equal to 30.0
- Blood pressure less than or equal to 140/90
- LDL cholesterol less than or equal to 140
- A1c less than or equal to 7.0
- Tobacco use - negative for cotinine (nicotine)



PERSONALIZED INCENTIVES

Experts created incentives based on individual health data, rewarding members for hitting specific milestones.



INCREASED EDUCATION

The incentive manager created multiple touchpoints to help members understand the results of their biometric screening, and made resources available to help improve those results. We helped communicate the incentives available while highlighting the long-term benefits of healthy behaviors.

GCI'S RESULTS



Increased member engagement, with 72% of employees receiving the wellness credit in 2021 compared with 61% in 2015



Additional participation in health coaching calls, rising 7% during the last five years



Improved biometric screening results, with 30% of members **reporting better health than in the previous year**

Every year, we've had at least one employee tell us how thankful they are for our wellness program. Our Quantum Health incentive manager listened to our needs, then helped us strategically develop a thoughtful program that our health plan members take full advantage of!

– Senior Manager of Benefits, GCI

QUANTUM HEALTH WELLBEING SOLUTIONS

Built as a navigation extension to intervene early in the wellness journey. Dedicated coaches collaborate with clinicians to support and care for members in disease prevention through improving lifestyle behaviors.

Personal guidance changes behaviors and improves outcomes

HEALTH COACHING

Whether the member is at risk for developing a chronic condition or just striving to be healthier, health coaches help individuals live healthier lives.

EARLY STEPS® MATERNITY

Avoid healthcare risks (and costs) with nurses and Maternity Health Coaches guiding the member's pregnancy journey.

TOBACCO CESSATION

Avoid absenteeism, lost productivity and higher healthcare costs by supporting your members with resources to quit tobacco once and for all.

INCENTIVE MANAGEMENT

Tailored incentives and reward fulfillment for eligible members – along with introduction and reminder communications – motivate members to complete wellness activities.

For more than 20 years, Quantum Health has provided self-insured employers and their health plan members an exceptional healthcare experience. You can rely on us for the navigation services and care coordination solutions that produce Remarkable Results®, **including higher employee satisfaction, better health outcomes and lower healthcare costs.**

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