

Incentive Tracking and Management

Drive Online Engagement with Incentive Rewards

Many organizations are using incentives as a way of encouraging consumers to participate in health management programs and to ultimately change unhealthy behaviors. OptumHealth Consumer Solutions' Incentive Tracking and Management provides an end-to-end solution that includes incentive program promotion, tracking, reporting and fulfillment — everything you need to execute a highly successful incentive strategy.

My Health Points [SEARCH]

Jane Anderson | You have 3 New Messages | You have 300 Health Points!

My Health Points | Earning Health Points | Rewards & Redemption

Coverage Type	Coverage Cap	Total Health Points Earned	Available Health Points
Individual	500	300	300

Below you can see all of your Health Points history, including Health Points you have accumulated for completing any online or offline tasks.

Posting Date	Member Name	Event	Earnings
10/25/2007	Jane Anderson	Completed Health Assessment	+300
10/24/2007	Jane Anderson	Redemption	-100
10/25/2007	Jane Anderson	Completed Walk	+50
10/25/2007	Jane Anderson	Completed Weight Loss	+50
Current Health Points			+300

Benefits:

Healthy actions have their rewards. A comprehensive incentive strategy can increase health assessment participation and drive engagement in “next step” activities, such as Online Health Coach and Personal Health Record completion. Plus, OptumHealth reduces the administrative burden of implementing an incentive campaign with reporting and gift card fulfillment capabilities. We can also leverage our experience to consult with you on incentive design, communication strategies and activation ideas.

You benefit from increased participation and engagement in healthy activities.

Key Features:

- ✓ User-Friendly Interface
 - Online Rewards Center promotes and tracks incentive-eligible activities
- ✓ Easy Fulfillment
 - Comprehensive reporting for incentive fulfillment
 - Gift card fulfillment for hassle-free administration
- ✓ Wide Range of Eligible Activities
 - Online Activities
 - Health Assessment and Online Health Coach completion
 - Health and Wellness home page access
 - Activity Tracker utilization
 - Personal Health Record registration
 - Offline Activities
 - Examples include: 5k run, health fairs and lunch-and-learn seminars
 - Phone-based Wellness Coaching program completion

Contact us today to find out how we can empower consumers to stay healthy, reducing your health care costs.

Contact Us Today

Reach OptumHealth at (866) 427-6845 or at engage@optumhealth.com or visit us on the Web at www.optumhealth.com.

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