

Better Rewards Design: The latest data-backed best practices

Why is rewards design so important? It's a key element in driving meaningful engagement. But the wrong designs can waste resources and result in lower motivation.

Using our own *What the Best Do Better* research, as well as proven principles from behavioral economics, below are some rewards design principles you can employ with your next program design.

1. **Keep it simple.** Models that are simple to explain and understand save you time in answering questions and are likely to engage more participants. If the design isn't something you can explain quickly and easily, think about simplifying it.
2. **Optimize the size.** Our best performers incent enough (but not too much) for up-front activities like health assessments, and save plenty of "powder" for rewarding ongoing engagement. The right size depends on many things, such as your population characteristics.
3. **Offer more choices.** There is no "one size fits all" in well-being. Make sure you offer multiple ways to earn—something for everyone. And, don't forget to incent your own local programs, including community events and corporate social responsibility activities.
4. **Get small, daily.** Small steps create success and build confidence. Habits form through repetition over time. With RedBrick Journeys®, for example, instead of incenting only upon completion of a Journey, incent a fixed amount for each day of small-step engagement.

5. **Reward in real-time.** It's natural for people to discount future benefits. Offer Rewards in Real-Time to reinforce health engagement. Let people decide how, when and where they'd like to redeem their earnings, and include charity options.

Optimize your next rewards program design with one or more of these data-backed best practices. We're here to help. Talk to WellnessIQ today. www.wellnessiq.net or 1-888-935-5471.