

## Does plan design influence an employer's health and wellness strategy?

In 2015, Optum® conducted a survey to understand how employers approach health and wellness at work. The results offer an in-depth look at strategic differences among large employers who have a consumer-driven health plan (CDHP) strategy and those who still offer traditional plans. A number of key differences emerged.



The survey revealed that employers with CDHP strategies are significantly more likely to...

### #1 Offer more health and wellness programs

**11** programs (on average) vs. **9**

Employee assistance programs, tobacco cessation, health assessments, biometric screenings and wellness coaching are some of the top health and wellness programs/activities offered.

### #2 Invest heavily in incentives

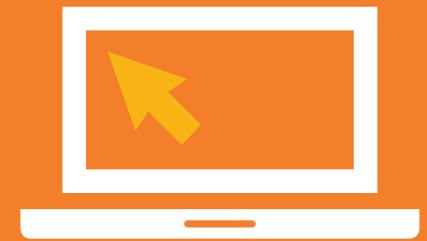
**93%** offer incentives vs. **81%**

CDHP employers invest \$499 per person per year in incentives compared to traditional plan employers who invest \$346 on average.

### #3 Extend offerings to family members

**71%** offer to family members vs. **59%**

### ABOUT THE SURVEY



An online, quantitative survey of employers was conducted November–December 2015.

This brief represents responses from large firms only. Of the large firms surveyed:

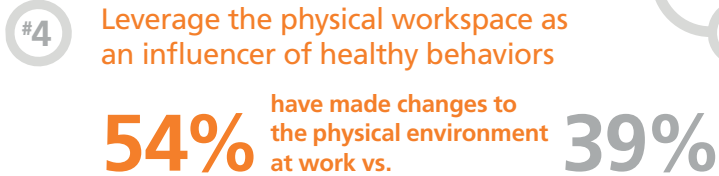
208 were large employers who offered a CDHP option only or in addition to a traditional health plan.

140 were large employers who offered a traditional plan(s) only.

NOTE: Large = 3,000 employees or more

RESOURCE CENTER FOR HEALTH & WELL-BEING

Insights continued: **Employers with CDHP strategies are more likely to...**



The most popular changes include healthy vending, a smoke-free campus and healthy cafeteria entrées.



Employers with CDHP strategies are also more likely to use game-like features (32% vs. 20%).

**Understanding the data** ■ CDHP only or CDHP + traditional ■ Traditional only

**CALL TO ACTION**

Ask yourself these questions:

**?**

How does your benefit plan design influence your health management strategy?

**?**

Could you maximize the impact of your health and wellness strategy with a shift to a CDHP design?

**?**

Are you leveraging health accounts to reward employee engagement in programs?

THE BOTTOM LINE

The adoption of CDHPs by employers across the country is having an impact on their approach to employee well-being and incentive strategies. Compared to those offering traditional plans only, CDHP employers are more likely to empower, engage and reward their employees for taking an active role in the management of their personal health and well-being.

The result: a growing culture of health ownership in the workplace.



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