

What the Best Do Better

HOW TO GET MEANINGFUL HEALTH ENGAGEMENT

Our research on over 1 million consumers and 100 program designs can help you improve your results.

Not all engagement is meaningful.
 Meaningful engagement drives real sustained results.

Compared to those who engage only one to three months out of the year, those who engage frequently are more likely to achieve clinically meaningful health improvement outcomes.

SELECTED BEST PRACTICES THAT DRIVE MEANINGFUL ENGAGEMENT AND BETTER RESULTS

Include spouses/partners in your program design for an increase in meaningful engagement.

Offer a “concierge” consult—it drives four times more coaching engagement after six months.

Avoid risk stratification models that force-fit the intervention modality.

When people choose, different modalities are equally effective.

80% of those with a chronic condition choose a lifestyle focus. Let them.



Best performers communicate at least 12 times a year.

Mix it up. Message variety matters.

Include print. Best performers include four times as much print in the mix.

A 10-point increase in culture rating drives 27% more meaningful engagement.

Aim for two out of three (or better)—employees who say you have a health-friendly culture.

Do not over-incent health assessments—\$50-100 is optimal.

Reward frequently. Quarterly models outperform annual models. Real-time is even better.

Want outcomes? Reward engagement.



Want more evidence-based engagement tips?

Download our eBook: **What the Best Do Better.**

Download it at RedBrickHealth.com/bestdobetter

Or, for a free best-practice consult, give us a call at 855-776-5515.