

# At-a-glance: Maximizing engagement in UnitedHealthcare Rewards

Through UnitedHealthcare Rewards, significant incentives are available to covered employees and spouses/domestic partners. Looking to drive engagement in UnitedHealthcare Rewards? If so, keep the following strategies in mind:

Engagement area	Strategy	Details
Communications	<b>Ongoing health campaigns</b>	Hold ongoing health campaigns throughout the year, focused on UnitedHealthcare Rewards, other programs and resources in place, Health Activation (i.e., optimal health care decision making), and member education. See the next page for a sample health campaign calendar.
	<b>Communication channels</b>	When disseminating messages, use a variety of communication channels to ensure all covered members receive messaging. Channels may include, email, intranet / website, department presentations, team meetings, posted fliers, printed handouts, video screens / television monitors, social media, and home mailers.
	<b>Message integration</b>	While HR/Benefits will likely be the primary messenger, ensure messages are also embedded within all levels of the organization, including executive management, middle management, and Well-Being Champions (employees empowered to help promote the program to their peers).
	<b>Success stories</b>	Highlight those who have achieved success with UnitedHealthcare Rewards (e.g., increased exercise, improved sleep, etc.). Focus on the short-term emotional benefits gained, such as feeling better, increased energy, and lifted mood.
Worksite environment and culture	<b>Worksite physical activity</b>	Align the worksite to help employees make optimal decisions related to physical activity, nutrition, stress, and tobacco use. Given the daily focus on physical activity within UnitedHealthcare Rewards, consider focusing primarily on helping employees move more throughout the day. Strategies for doing so include worksite exercise breaks / "recess," Walk-and-Talk meetings, indoor / outdoor walking paths, exercise classes, exercise equipment, and exercise groups.
	<b>Preventive care</b>	Provide paid company time for employees to complete incented preventive care actions (wellness visits, biometric screenings, and applicable cancer screenings) and/or offer onsite opportunities.

Engagement area	Strategy	Details
<b>Additional</b>	<b>Health Survey campaign</b>	Early in the plan year, hold a focused Health Survey campaign in which members who complete the brief Health Survey are entered into an incentive drawing for highly-coveted items. The Health Survey is often an entry point into the UnitedHealthcare Rewards program and helps build member health awareness and motivation. Further, if 50+ members complete the survey, aggregate reporting can be provided that depicts risk prevalence of lifestyle-based behaviors, emotional health factors, and Social Drivers of Health (SDoH). This data can be useful to shaping the ongoing design and delivery of a well-being program.
	<b>Biometric screenings</b>	If minimum participation levels are achieved, consider holding onsite biometric screening events. These events can be an entry point into the UnitedHealthcare Rewards experience and make completing the biometric screening more convenient for employees that may have barriers to having the screening done at a provider's office or lab.



Consider holding virtual and/or in-person well-being program overview presentations and Q&A sessions within all departments. These presentations can help build program familiarity, excitement, and trust.

# UnitedHealthcare Rewards: Sample health campaign calendar

Below is a sample health campaign calendar for a customer with a plan year that aligns with the calendar year, focused on UnitedHealthcare Rewards, other programs and resources in place, Health Activation (i.e., optimal health care decision making), and member education. Throughout the year, ensure that UnitedHealthcare Rewards information is highly visible and easily accessible (e.g., intranet site, posters, etc.):

	Educational topics	Program promotion and initiatives	Health activation promotion
January	<ul style="list-style-type: none"> <li>Preventive care</li> <li>Cervical health awareness</li> </ul>	<ul style="list-style-type: none"> <li>New plan year well-being program kick-off (with focus on UnitedHealthcare Rewards and other available programs and resources)</li> </ul>	<ul style="list-style-type: none"> <li>UnitedHealthcare app/myuhc.com</li> </ul>
February	<ul style="list-style-type: none"> <li>National heart</li> <li>Eye/vision health</li> </ul>	<ul style="list-style-type: none"> <li>Exercise and sleep tracking incentives</li> </ul>	
March	<ul style="list-style-type: none"> <li>National nutrition</li> <li>National colorectal cancer awareness</li> </ul>	<ul style="list-style-type: none"> <li>Health Survey</li> <li>Wellos and Real Appeal</li> </ul>	<ul style="list-style-type: none"> <li>Site of care: optimal ER utilizations</li> </ul>
April	<ul style="list-style-type: none"> <li>Alcohol and substance abuse awareness</li> <li>Stress awareness</li> </ul>	<ul style="list-style-type: none"> <li>Annual wellness visit and biometric screening incentives (possibly with onsite biometric events)</li> </ul>	<ul style="list-style-type: none"> <li>Why is UHC calling?</li> </ul>
May	<ul style="list-style-type: none"> <li>Mental health</li> <li>National physical fitness and sports</li> </ul>	<ul style="list-style-type: none"> <li>Mental health resources</li> <li>(BH Virtual Visits, Calm Health, EAP)</li> </ul>	
June	<ul style="list-style-type: none"> <li>Men's health</li> <li>National safety</li> </ul>	<ul style="list-style-type: none"> <li>One Pass Select</li> <li>Exercise tracking reminder</li> </ul>	<ul style="list-style-type: none"> <li>Site of care: Premium Providers</li> </ul>
July	<ul style="list-style-type: none"> <li>Summer safety</li> <li>Dental health</li> </ul>	<ul style="list-style-type: none"> <li>Mid-year UnitedHealthcare Rewards earnings update</li> </ul>	<ul style="list-style-type: none"> <li>Back health</li> </ul>
August	<ul style="list-style-type: none"> <li>Sleep awareness</li> </ul>	<ul style="list-style-type: none"> <li>Virtual care specialists</li> <li>Sleep tracking reminder</li> </ul>	<ul style="list-style-type: none"> <li>Preventive care reminder</li> </ul>
September	<ul style="list-style-type: none"> <li>Immunization awareness</li> <li>Obesity awareness</li> </ul>	<ul style="list-style-type: none"> <li>Mental health resources reminder</li> </ul>	<ul style="list-style-type: none"> <li>Flu shots</li> </ul>
October	<ul style="list-style-type: none"> <li>Women's health</li> <li>National breast cancer awareness</li> </ul>	<ul style="list-style-type: none"> <li>UnitedHealthcare Rewards reminder</li> <li>24/7 virtual visits</li> </ul>	<ul style="list-style-type: none"> <li>Preventive cancer screenings</li> </ul>
November	<ul style="list-style-type: none"> <li>American diabetes</li> <li>Great American Smokeout</li> </ul>	<ul style="list-style-type: none"> <li>Quit For Life</li> </ul>	<ul style="list-style-type: none"> <li>Diabetes management</li> <li>Flu shots reminder</li> </ul>
December	<ul style="list-style-type: none"> <li>Self-care for the holidays</li> </ul>	<ul style="list-style-type: none"> <li>Mental health resources reminder</li> <li>Community Resources portal</li> </ul>	<ul style="list-style-type: none"> <li>End of Year Rewards Redemption Reminder</li> </ul>

Programs available may differ based on the solution set that is in place. Reach out to your Account Management Team for details



Connect with your Field Account Manager (FAM) if in need of member materials to promote the topics above, including UnitedHealthcare Rewards.

