

LIMEADE & “OUTCOMES NICE”

limeade®
it's totally possible.

**REWARD CHOICE, EFFORT AND
IMPROVEMENT WITH A BROAD
VIEW OF WELL-BEING. AND YOU'LL
SEE BETTER BUSINESS RESULTS.**

Limeade believes that all well-being programs should inspire improvement, while amplifying an organization's commitment to well-being.

The traditional outcomes-based approach, rewarding people for the health results they achieve, is limited in three critical ways:

1. It focuses only on health outcomes, rather than whole-person well-being improvement
2. It doesn't foster sustained behavior creation
3. Its punitive measures erode trust — a prerequisite for real employee engagement and being a 'great place to work' employer

WHAT ARE OUTCOMES-BASED INCENTIVES?

Outcomes-based incentives **reward people for the actual health results they achieve when they participate in health activities.**

The primary health results emphasized in outcomes-based wellness programs include body mass index (BMI), blood pressure, blood sugar, cholesterol, tobacco use and metabolic syndrome.

HOW LIMEADE DELIVERS “OUTCOMES NICE” PROGRAMS

Limeade believes that trust between the employer and its employees is a core component of a successful well-being program. We deliver outcomes-based programs in a way that builds this trust, which we call “outcomes nice.”

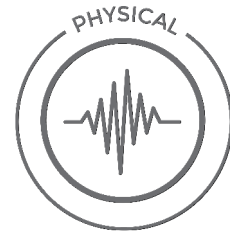
1. WE TAKE A BROAD, WHOLE-PERSON APPROACH.

Rather than focusing only on biometrics, we create a positive health program that inspires physical, emotional, financial and work well-being improvement.

- ## 2. WE AMPLIFY AN ORGANIZATION'S COMMITMENT TO WELL-BEING.
- Our outcomes-nice programs require an authentic commitment to support employee well-being improvement. For example, giving rewards for program engagement rather than penalizing for not achieving certain outcomes.

3. OUR SMART TECHNOLOGY HIGHLIGHTS PROGRESS.

The Limeade platform makes it clear to users which incentives they've earned and which activities to complete to progress in the program.



WHY WE TAKE THIS APPROACH – KEY EVIDENCE

- **INCENTIVES WORK, DISINCENTIVES DONT:** 71 percent of employers found incentives “very successful” or “successful.” Only 45 percent found disincentives “very successful” or “successful” (SHRM, 2013).
- **COMPANIES ARE MOVING AWAY FROM OUTCOMES-BASED INCENTIVES:** Participating companies indicated that although they plan to continue to offer incentives in their wellness programs, there is a significant drop in companies planning on using outcomes-based incentives in the future (Fidelity & NBGH, 2016).

8 TIPS FOR DESIGNING AN “OUTCOMES NICE” PROGRAM

1. Implement a broader set of whole-person well-being goals, rather than just biometric health goals.
2. Focus on effort and improvement toward (versus achievement of) those goals where possible.
3. Provide choice in activities and incentives.
4. Re-think the incentive design (**see side box**)
 - Provide another option for attaining an incentive
 - Use rewards language, not penalty language
 - Use more intrinsic rewards
 - Use extrinsic rewards to get people started, but make sure to reinforce the right habits
5. Use more social/relationship activities and incentives. Provide an opportunity for employees to engage with each other, your customers and your business.
6. Make it fun — not because it's trendy but because it's motivating to employees and creates connections.
7. Create trust by avoiding punitive programs. Employees should feel like the program is for them, not done to them.
8. Encourage leaders and managers to actively participate. Ask them to share their stories and reasons for participating, and speak plainly about the goals of the program to employees.

EXTRINSIC VS. INTRINSIC MOTIVATION

EXTRINSIC: When a person performs or engages in an activity to earn a reward or avoid punishment.

- Joining a weight loss program for
- a health insurance premium reduction
- Doing a job to get a paycheck

INTRINSIC: When a person performs or engages in an activity because it's personally rewarding.

- Joining a weight loss program to have more energy for your kids
- Doing a job because you love it