



New Lessons in Employer Initiatives to Engage Workers

Employee Benefits Research Institute Policy Forum



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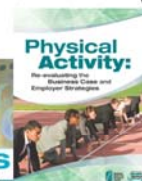
Vice President, National Business Group on Health

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Perspective

- Institute on Innovation in Workforce Well-being



- Institute on Health, Productivity and Human Capital





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Employee Engagement Strategies for Health Improvement

- Incentives
- Communications
- Social Networks/Norms
- Corporate Policy
- Games
- **Behavioral Economics**



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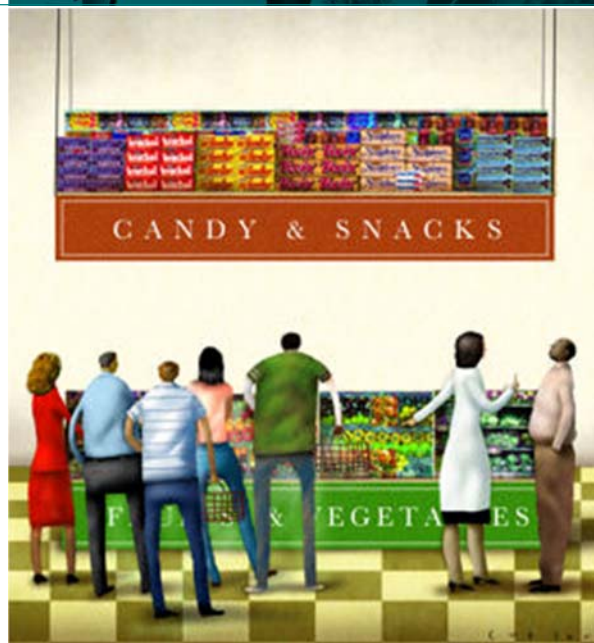
Behavioral Economic Approaches to Increasing Wellness Program Participation

- Require employees to make a choice
- Make default the preferred option
- Encourage employees to pre-commit

Active Choice



“Preferred” = Default



Pre-Commitment

September 2011						
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