

## Employee Incentives in 2021 5 Things You Need to Know Now

Incentives are proven to drive wellbeing program engagement. But what's working in a COVID-19 world? Here are 5 things to know from the experts at Welltok, including trends we're seeing from awarding \$100 million in 2020 for healthcare activities.



## 2021 EEOC Wellness Program Regulations

**WITHDRAWN** Proposed EEOC regulations released in January 2021 were withdrawn due to admin changes in Washington D.C.

### Bookmark these dates

June 2022	July 2022	2023
Earliest EEOC board can be re-balanced	Earliest new rules will be issued	Most likely program year to be affected by new regulations



## Tried & True Incentive Strategies

### Diversify your offerings





1. Healthcare premium reductions
2. HSA account contributions
3. Gift cards
4. Merchandise
5. Charitable contributions

### Align rewards to targeted actions

1. Consider level of engagement needed
2. Evaluate incentive value
3. Determine reward type (e.g., gift card, HSA contribution, merchandise)

## Gift Card Trends Reflect COVID Life

### What's hot now?

-  **Type:** Digital gift cards
-  **Most popular:** Amazon and Walmart
-  **Biggest mover:** Lowe's (15% increase YOY)
-  **Watch list:** Grocery stores



## COVID-19 Vaccine Trends

- **Incentives:** \$5-25 (like for flu shots)
- **Time off:** Half-day PTO
- **Flexibility:** Downtime to manage side-effects

## Why Incentivize with Welltok?

- ✓ \$100M health rewards issued in 2020
- ✓ Trusted source on current regulations
- ✓ 1 platform for integrated rewards and fulfillment
- ✓ Ability to reward any activity

