

Employee Incentives in 2021 5 Things You Need to Know Now

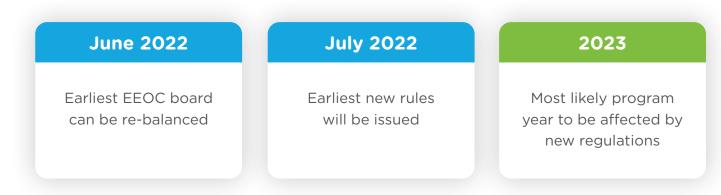
Incentives are proven to drive wellbeing program engagement. But what's working in a COVID-19 world? Here are 5 things to know from the experts at Welltok, including trends we're seeing from awarding \$100 million in 2020 for healthcare activities.



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WITHDRAWN Proposed EEOC regulations released in January 2021 were withdrawn due to admin changes in Washington D.C.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





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)
- Q 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
- I platform for integrated rewards and fulfillment
- Ability to reward any activity





Motivate employees to take action with smart rewards. Email activation@welltok.com to get started.