

Incentive Program Guide

For Wellbeats Administrators



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Wellbeats Standard Rewards: Best Practices

Incentives can be a great way to engage first-time members, re-engage existing members, and boost utilization with Wellbeats *Wellness*, a product of LifeSpeak Inc.. Your organizational goals, the duration of your program, and your budget are important elements to consider prior to creating and promoting your incentive program.

The types and duration of classes you are promoting should also be considered when designing your incentive program. For example, rewarding off class plays vs class play minutes might be more appropriate if promoting shorter mindfulness and nutrition classes or work break classes.

The below chart outlines the types and frequencies of Wellbeats *Wellness* activities that we recommend incentivizing based on our best practices and the reporting available to support them.

Rewardable Activity	Reward Detail	Wellbeats Report
Enrollment	Reward if member enrolls in Wellbeats	Standard Incentive Report (Spot Incentives)
“About Me” Question Completion	Reward if Member completes ‘About Me’ multiple choice questions in their Wellbeats account	Standard Incentive Report (Spot Incentives)
Logins	Reward if someone has logged in within a specified time frame	Standard Incentive Report (Spot Incentives)
Monthly Class Play Minutes	Reward if member reaches a minimum threshold of class play minutes within a month Monthly Class play minutes threshold available: 20, 40, 60, 80, 100, 120, 180, 240, 300, 360	Standard Incentive Report (Monthly Tiers)
Monthly Class Plays	Reward if a member reaches a minimum threshold of class plays within a month Monthly Class play thresholds available: 4, 8, 12, 16, 24, 36, 48	Standard Incentive Report (Monthly Tiers)
Quarterly Class Play Minutes	Reward if member reaches a minimum threshold of class play minutes within a quarter Quarterly Class play minutes threshold available: 20, 40, 60, 80, 100, 120, 180, 240, 300, 360	Standard Incentive Report (Quarterly Tiers)
Quarterly Class Plays	Reward if a member reaches a minimum threshold of class plays within a quarter Quarterly Class play thresholds available: 4, 8, 12, 16, 24, 36, 48	Standard Incentive Report (Quarterly Tiers)
Program Participation	Reward if a member partially or fully completes a Wellbeats program	Program Incentive Report
Company-Wide Goal	Reward when all members have met a cumulative goal as a group	Aggregate Streaming Insights Report

Incentive Plan Ideas

SAMPLE 1:

Annual Wellbeats *Wellness* incentive program that includes a monthly standard goal and spot incentives.

Incentive Plan Goal:

Reach [250] points to earn reward.

Activity	Point Value	Frequency	Max Reward
Enroll or Log into Wellbeats	[15] points	[Once]	[15] points
Complete 'About Me' Questions	[15] points	[Once]	[15] points
Complete [8] Classes	[10] points	[Monthly]	[120] points
Complete a Program	[50] points	[Quarterly]	[200] points

SAMPLE 2:

Quarterly Wellbeats *Wellness* incentive program with tiers to encourage participation from members of varying activity levels.

Incentive Plan Goal:

Tier 1: Reach [20] points in a quarter to earn Reward.

Tier 2: Reach [40] points in a quarter to earn Tier 1 Reward + additional reward

Tier 3: Reach [60] points in a quarter to earn Tier 2 Reward + additional reward

Activity	Point Value	Frequency	Max Reward
Complete [60] Class Play Minutes	[20] points	[Quarterly]	[60] points
Complete [120] Class Play Minutes	[20] points		
Complete [180] Class Play Minutes	[20] points		

SAMPLE 3:

Seasonal Wellbeats *Wellness* incentive program that includes a quarterly focus throughout the year.

Incentive Plan Goal:

Complete seasonal activities and programs to earn rewards.

Activity	
Q1	Seasonal Theme: Welcome to Wellbeats <ul style="list-style-type: none"> Enroll or log in to Wellbeats Complete "About Me" Questions Play 4 Classes
Q2	Seasonal Theme: Mindfulness Complete one of the following Wellbeats Programs <ul style="list-style-type: none"> Stress Less You in Mind
Q3	Seasonal Theme: Fitness Complete one of the following Wellbeats Programs <ul style="list-style-type: none"> A Stronger You Back to Basics
Q3	Seasonal Theme: Nutrition Complete one of the following Wellbeats Programs <ul style="list-style-type: none"> Nourish Your Everyday Healthy Holiday

Types of Incentive Rewards

Meaningful rewards and incentives motivate members to participate because they genuinely desire the reward and want to work toward it.

THE FOLLOWING ARE SOME POPULAR INCENTIVE IDEAS TO OFFER YOUR MEMBERS:

- Wellness program rewards or points
- HSA contributions
- Virtual gift cards (i.e. healthy restaurants, grocery stores, Visa, Amazon)
- Raffles for fitness or wellness-related prizes (i.e. fitness tracker)
- PTO or “wellness” days off
- Company-branded or Wellbeats *Wellness* swag
- Drawings for fitness or wellness-related giveaways (i.e. fitness tracker)
- Company or department in person or virtual parties
- Shoutouts at all-company meetings
- Website or newsletter spotlight
- Charitable donations
- An in person or virtual wellness-based activity (i.e. cooking class, personal training class)
- Continuing Education dollars

Email Templates

HOW TO USE:

Simply copy the text below and paste into an email (such as Outlook) to send to your members to promote your incentive program.

In the text areas colored in blue, please delete and add any customized information of your program such as incentive structure, rewards offered, and contact information.

EMAIL TEMPLATE #1: INTRODUCTION TO THE PROGRAM



Subject Line: Exciting news! Earn [reward] for your workouts (details inside!)

Introducing the Wellbeats [Name of Incentive Program]

Don't miss out on this opportunity to earn [reward] by participating in Wellbeats! Complete the activities below to reach the goal of [XX] points by [deadline].

Activity	Point Value	Frequency	Max Reward
Enroll or log in to Wellbeats	[X] points	[Once]	[X] points
Complete "About Me" Questions	[X] points	[Once]	[X] points
Complete [X] Classes	[X] points	[Monthly/Quarterly]	[X] points
Complete [X] Class Play Minutes	[X] points	[Monthly/Quarterly]	[X] points
Complete a Program	[X] points	[Quarterly]	[X] points

With Wellbeats *Wellness*, there is something for everyone - with class types ranging from fitness, nutrition, and mindfulness.

New to Wellbeats *Wellness*? Get started today! [Access information]

EMAIL TEMPLATE #2: REMINDER OF THE PROGRAM



Subject Line: Don't forget: earn [reward] when you use your Wellbeats virtual wellness offering!

Did you know that you can earn [reward] by participating in Wellbeats *Wellness*? Wellbeats *Wellness* is your free virtual wellness offering with over 1,000 fitness, nutrition, and mindfulness classes for all ages, levels, abilities, and interests.

Complete the activities below to reach the goal of [XX] points by [deadline] to earn [reward].

Activity	Point Value	Frequency	Max Reward
Enroll or log in to Wellbeats	[X] points	[Once]	[X] points
Complete "About Me" Questions	[X] points	[Once]	[X] points
Complete [X] Classes	[X] points	[Monthly/Quarterly]	[X] points
Complete [X] Class Play Minutes	[X] points	[Monthly/Quarterly]	[X] points
Complete a Program	[X] points	[Quarterly]	[X] points

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EMAIL TEMPLATE #3: REWARD EARNED



Subject line: Way to go! You earned [reward]

Congratulations! Due to your hard work and dedication to wellness, you met your incentive plan goals. Now comes the fun part—your reward!

[Instructions for how to redeem rewards or details for reward fulfillment and timing]

Keep the momentum going by connecting with your fellow Wellbeats *Wellness* members and play classes together—no matter where you are. In your Wellbeats *Wellness* account, schedule a fitness, nutrition, or mindfulness class and invite other Wellbeats *Wellness* members to join you. Play a class together, celebrate progress, and chat in real-time for some extra motivation and fun!