

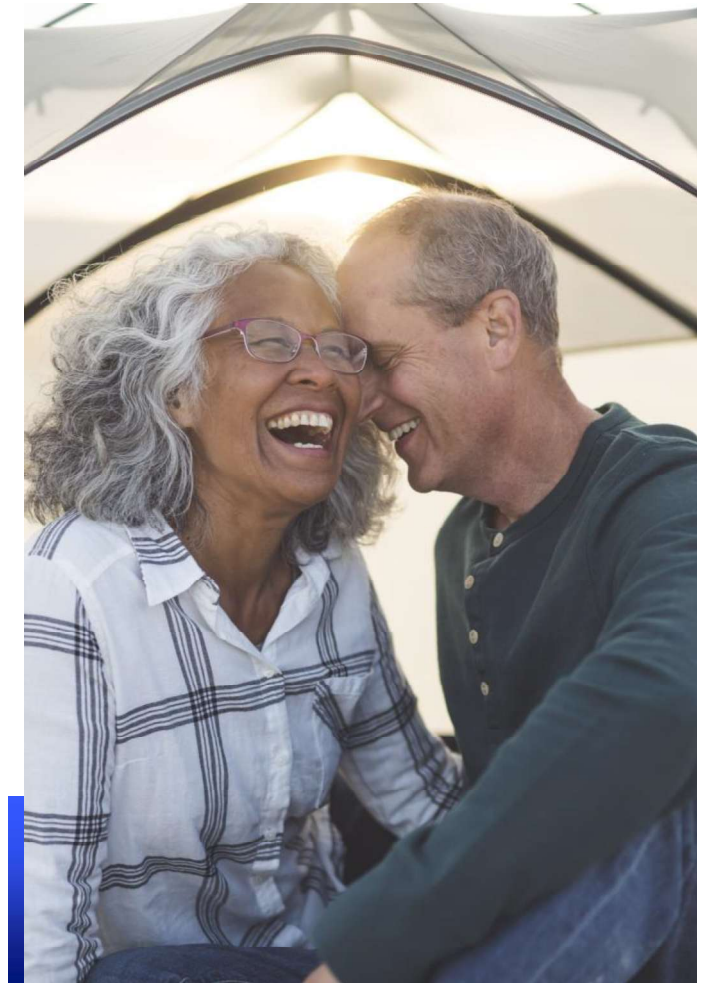
WELL WI PROGRAM

2026 Incentive Design Recommendation

2026 Incentive

Complete by October 16 deadline

- Three activities to earn a \$150* Well Wisconsin prepaid card
 - Health assessment
 - Health check (removed self-reported dental cleaning)
 - Well-being activity (revised list)



Revised Health Check Options

Complete just one: reformatted list to remove easy button option.

1

- **Annual Physical**
 - Health care provider form

2

- **Biometric screening**
 - Onsite screening event
 - Self-collection materials

3

- **WebMD coaching session**
 - One call OR
 - A series of online messaging interactions via Coach Connect

Revised Well-being Activity Options

Choose from one of the following, enhanced list.

- Complete **three** health coaching sessions with a WebMD Coach (includes LM, CCM and specialty coaching programs)
- Complete **two** well-being challenges
- **Graduate** from the Onduo (DPP program)
- Complete **three** group coaching classes
- Participate in the meQ assessment OR reassessment and **complete an activity**
- Complete a DWS workshop (e.g., DASH diet, Healthy Aging, Diabetes)
- **Revise the list of approved** employer sponsored activities/webinars and require two health coaching calls.

2026 Incentive Changes

- Health Check
 - Removed self-report dental cleaning
 - Reformatted the health check list
- Well-being activities
 - Added an activity requirement to meQ
 - Group coaching class requirement increased from two to three
 - Added completion of an intensive DWS workshop
 - Revised the list of employer sponsored activities/webinars to ensure this doesn't become the new "easy button". In addition, WebMD recommends requiring two health coaching calls, in addition to this activity. This ensures the participant doesn't 'double dip' and receive credit for the Health Check and Well-being activity with one call.

2026 Prize Patrol Ideas (examples)

Utilize and drive engagement in all program offerings, while creating stickiness to the portal

Activity	Total Winners	Prize
Register for the portal	TBD, based on budget	Prize will be less than \$5 in value, include the Well WI logo and will be sent to the winners' homes
Complete the health assessment		
Complete 1 coaching call		
Complete a Challenge		
Complete a Side Quest		
Complete a biometric screening		
Complete two group coaching classes		
Complete a health coaching call #2		

WELL WI PROGRAM

Future 2027+ Incentive Design Recommendation

2027+ Proposed Incentive Changes

A new design with intentional changes that will drive results and savings.

- Revamp the incentive design to a points-based solution
- Activities are weighted based on effort and activities that drive impact
- Health assessment is now a gateway activity
- Incorporated all partner and program offerings into the design
- Removed self-reported options
- The State of WI may see a decrease in overall engagement of those who earn the incentive as the options presented will encourage more behavior change options to earn the full amount

2027 Proposed Design: 150 points = \$150 card

Activity	Points	Notes
Health Assessment completion (required)	0	Required
Complete a Biometric Screening	50	Onsite, HCPF or HTK – one time
Flu Shot	25	Self-report (one time)
Complete three health coaching calls or coach connect sessions	(50 per call, 150 max)	One time – includes LM, CCM and specialty coaching programs
Engage with Onduo (DPP program)	25	One time
Sign up for Kaia & complete an activity	25	One time
Engage in a Group Coaching class	25 (50 max)	25 per class attended
Side Quests or Daily Habits	25 (up to 50 max)	25 per quest or habit completion
Complete a Challenge (three will be offered)	25 (50 max)	25 per challenge
Complete a meQ assessment & an activity	25	One time
Employer Sponsored Event	25	Self-report (one time)
Engage and completion in a DWS workshop (DASH diet, Healthy Aging, Diabetes, etc.)	25 per workshop (75 max)	Tracked by DWS team

WebMD
HealthServices

Your **everything** well-being partner.

