

# Motivating and rewarding employees to meet daily program goals

Each year in the U.S., more than **\$530 billion** is spent on illness-related lost productivity.<sup>1</sup> Employers are continually searching for ways to engage their employees while adding value to their medical plan offerings. And employees also want value in their benefits: **56%** said that liking their health coverage was a key factor in staying at their job.<sup>2</sup>

## An innovative program that leverages the popularity of wearables

UnitedHealthcare Motion® provides multiple ways to help encourage and reward employees and their spouses for meeting program goals by:

- Engaging employees across various fitness levels
- Offering flexibility in usability and the ability to change reward options quarterly
- Designed to help encourage long-term lifestyle behavior through daily program goals

Via an app and wearable device, employees complete trackable activities that include swimming, using an elliptical, walking, running and biking.

## A personal and inclusive experience

Motion is designed to encourage long-term lifestyle behavior by renewing participants' reward opportunities every 24 hours, creating daily program interaction. It may also help engage a broader range of employees, with tailored goals to support various fitness levels, expanded activities to choose from and seamless syncing of device data.

Up to **\$1,095\***  
in rewards per year

Employees and their eligible spouses may choose to earn their rewards as a:


- Health savings account (HSA) contribution
- Prepaid card\*\*

Participants may change their reward type anytime during the program year.

## How employees earn rewards

Motion's daily incentives are broken into **FIT** goals, which stand for **F**requency, **I**ntensity and **T**enacity. There is also a daily participation goal for those not ready for the more advanced FIT goals. Participants earn rewards by syncing their device and meeting daily program goals by walking or performing other eligible activities.

### HSA or prepaid card

<b>F</b> <b>Frequency</b> 300 steps in 5 minutes; 6 times a day, at least 1 hour apart	\$1.00	 <b>Participation</b> Employees earn \$0.25 each day they achieve 2,500+ steps with no FIT rewards— <b>that's \$91 per year</b>
<b>I</b> <b>Intensity</b> 3,000 steps in 30 minutes or 30 minutes performing other eligible activities	\$1.00	
<b>T</b> <b>Tenacity</b> 10,000+ total daily steps	\$1.00	
<b>\$3/day</b> <b>\$1,095/year</b>		<b>\$0.25/day</b> <b>\$91/year</b>

### Results

**45% – 65%**  
employee participation<sup>3</sup>

**60%**  
of participants are still active after 6 months<sup>3</sup>

**90%**  
of Motion employer groups continue to offer it to their employees<sup>4</sup>

## Steps for employees to achieve daily program goals

Employees register for Motion at [unitedhealthcaremotion.com](https://unitedhealthcaremotion.com). They can either use their own Motion-compatible device or choose one from the website. Once they sync their device, employees can start tracking their data daily to meet FIT and participation goals. Their rewards accumulate in their Motion account and will be deposited quarterly into their chosen reward option (HSA, HRA or prepaid card).

**Learn more**

Contact your UnitedHealthcare representative

**United  
Healthcare**

\* Employees with an HSA may earn up to \$1,095 per calendar year if they meet their daily FIT goals and do not exceed federal maximum incentive guidelines.

\*\* Receiving a reward card may have tax implications. You should consult an appropriate tax professional to determine whether you have any tax obligations from receiving this card under the program.

<sup>1</sup> Integrated Benefits Institute. Press release: Poor health costs U.S. employers \$530 billion and 1.4 billion work days of absence and impaired performance. [ibiweb.org/poor-health-costs-us-employers-530-billion-and-1-4-billion-work-days-of-absence-and-impaired-performance/](https://ibiweb.org/poor-health-costs-us-employers-530-billion-and-1-4-billion-work-days-of-absence-and-impaired-performance/). Nov. 15, 2018. Accessed January 2021.

<sup>2</sup> SHRM. Employees are more likely to stay if they like their health plan. [shrm.org/resourcesandtools/hr-topics/benefits/pages/health-benefits-foster-retention.aspx?\\_ga=2.54791979.1069849962.1606755168-1390511070.1606755168](https://shrm.org/resourcesandtools/hr-topics/benefits/pages/health-benefits-foster-retention.aspx?_ga=2.54791979.1069849962.1606755168-1390511070.1606755168). Feb. 14, 2018. Accessed January 2021.

<sup>3</sup> Internal analysis of registered Motion members in UnitedHealthcare book of business, 2020.

<sup>4</sup> UnitedHealthcare Motion group persistency rate report, Solaris, October 2020.

UnitedHealthcare Motion is a voluntary program. The information provided is for general informational purposes only and is not intended to be nor should be construed as medical advice. You should consult an appropriate health care professional before beginning any exercise program and/or to determine what may be right for you. Receiving an activity tracker and/or certain credits and/or purchasing an activity tracker with earnings may have tax implications. You should consult an appropriate tax professional to determine if you have any tax obligations under this program, as applicable. If any fraudulent activity is detected (e.g., misrepresented physical activity), you may be suspended and/or terminated from the program. If you are unable to meet a standard related to a health factor to receive a reward under this program, you might qualify for an opportunity to receive the reward by different means. You may call us toll-free at 1-855-256-8669 or at the number on your health plan ID card, and we will work with you (and, if necessary, your doctor) to find another way for you to earn the same reward. Rewards may be limited due to incentive limits under applicable law. Subject to HSA eligibility, as applicable.

Motion is not available in all states. SB 51+ and KA not available in NM and CT. Small (2 – 50) Group not available in WA, ID, MT, UT, NM, NE, KS, MO, IL, MI, CT, NJ, DE, HI.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates.