

NEW RESEARCH SHOWS

THE POWER OF HEALTH CARE SHOPPING INCENTIVE PROGRAMS

Health plans can guide their members to more cost-effective, quality care by incentivizing them to shop around! Our new survey reveals why a solution such as HealthSparq Rewards can have a big impact.

91%

of respondents say they are interested in health care incentive programs.

WHY? SAVING MONEY ON HEALTH CARE IS A BIG DEAL.



81%



want their **health plan** to give them the tools they need to save money on health care.

76%

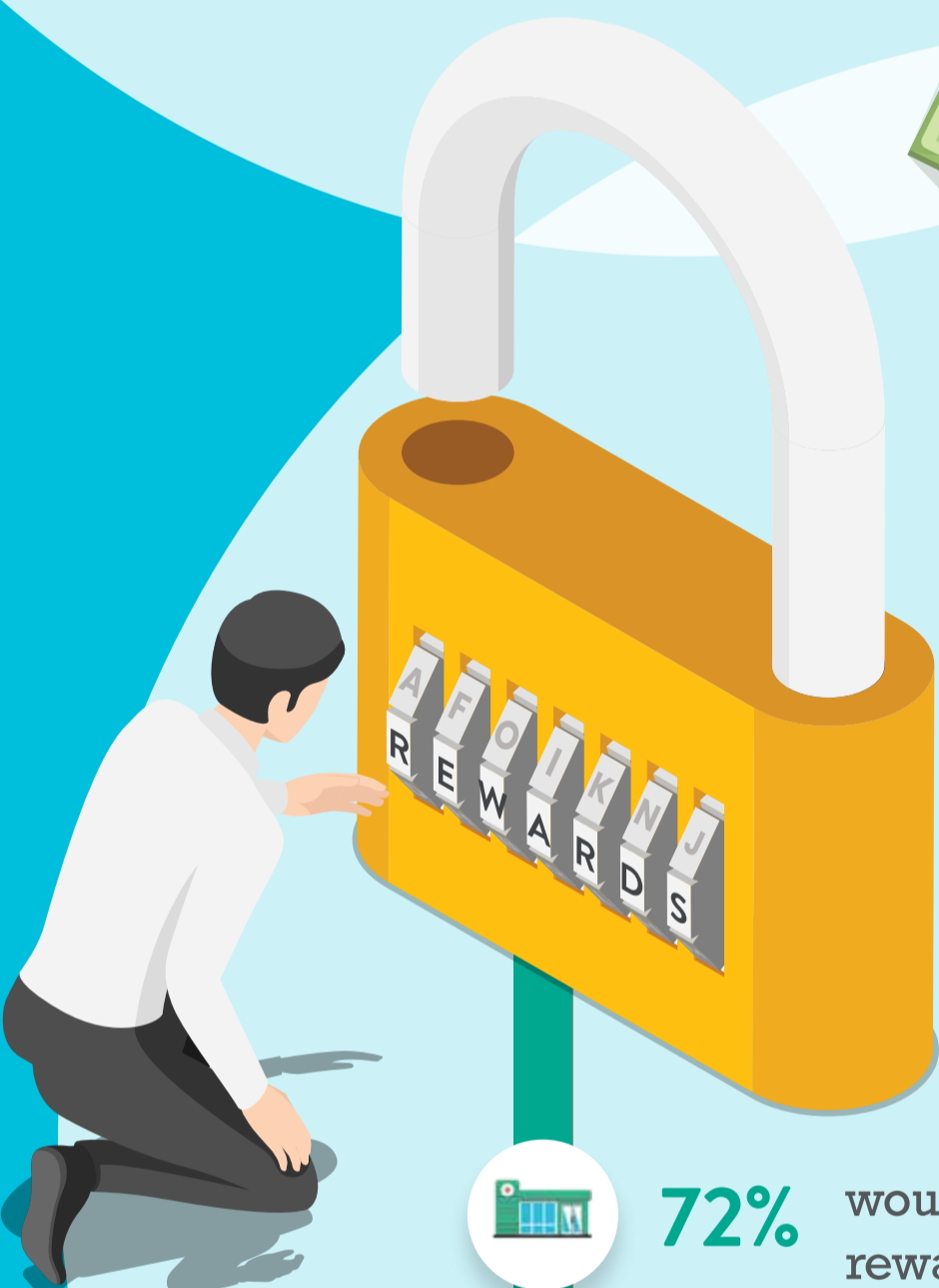


want their **employer** to give them the tools they need to save money.

When asked what the motivation is behind an individual choice to switch to a cost-effective, health plan recommended provider for an incentive, **75% of respondents said "saving money on my health care."**



THE GOOD NEWS? PEOPLE ARE WILLING TO CHANGE BEHAVIORS IN ORDER TO EARN A REWARD.



72%

would switch surgery locations for a \$100 reward.



72%

would be willing to switch to a recommended imaging services provider for a \$25 reward.



66%

would travel up to 20 miles to see a rewardable provider.



57%

would ask for another referral from their PCP if the original referral was not an incentivized care option.



THE BIGGEST SELLING POINT? PEOPLE WHO ALREADY USE A HEALTH PLAN REWARDS PROGRAM.



80%

report a positive experience.

64%

believe that the program is more valuable than other benefits offered by their employer.



Rewards programs save big for plans, groups and members.

Brought to you by **HEALTHSPARQ**

Survey of 1,030 health plan members across the U.S. by Hanover Research for HealthSparq.

