



ChipRewards offers an enterprise-wide health incentive solution that rewards individuals for engaging in healthy behaviors. The incentive application manages customized reward initiatives for employers, associations, insurers, pharmacies, PBMs, manufacturers and wellness and disease management program providers.

ChipRewards will partner with your organization to increase engagement and participation in a broad spectrum of health-related behaviors such as health risk assessments and screenings, wellness programs and events, exercise and fitness, nutrition and weight management, self-reported activities, medication adherence and management of chronic medical conditions.

The ChipRewards incentive platform will enable your company to:

- Customize health incentives to effectively engage targeted participants
- Track, measure and reward healthy behaviors as they occur
- Apply behavioral science principles to drive and sustain healthy habits
- Attract additional funding sources that can offset the cost of your incentive program

How it Works

In order to address the overall health of an individual, an effective incentive program must encourage participation and engagement in a broad range of healthy behaviors.

The ChipRewards incentive solution is designed to capture information from multiple data sources including medical and pharmacy claims, internal participation files, third-party vendors and web-based programs. As individuals engage in healthy behaviors, the ChipRewards platform tracks activities, issues points and fulfills rewards as they are chosen.

ChipRewards' redemption catalog options contain a wide variety of merchandise, real-time travel, activity bookings and event tickets. The ChipRewards web-based platform enables participants to easily manage their online accounts with 24/7 access to promotions, account information and reward redemption status.

Post Date	Dr	Cr	De	Am	Pr	St	Amount	Balance
2013-05-15	18	20	18	18	18	18	50	4,912
2013-05-15	18	20	18	18	18	18	50	4,862
2013-05-15	18	20	18	18	18	18	50	4,812
2013-05-15	18	20	18	18	18	18	50	4,762
2013-05-15	18	20	18	18	18	18	50	4,712
2013-05-15	18	20	18	18	18	18	50	4,662

Services

The ChipRewards solution offers an automated platform for tracking activities, managing member accounts and delivering meaningful reward options.

Services provided to clients in the administration of these programs include program discovery, ongoing program management, client support and member support.

Program Discovery

The first step in developing an effective health incentive program is to understand the specific needs of our clients. ChipRewards can assist you in creating baseline assessments, evaluating synergies with existing reward programs and developing effective strategies to meet the objectives, budgets and timeframes of your organization.

Program Management

During and after implementation, ChipRewards will work with you to communicate your incentive initiatives. Reporting and analytics services are also provided to help you establish and maintain a comprehensive understanding of your program participation metrics.

Program management services include:

Account Management - Assistance with promotion selection and incentive structure to meet budget expectations.

Marketing Services - Promotional programs and marketing materials designed to engage individuals in the incentive program.

Rewards & Redemption - Configurable options for reward items and catalogs.

Reporting & Tracking Tools - A full range of tracking and reporting options to evaluate member participation, performance and program success.

Client Support Services

ChipRewards Client Support is available to our sponsors to ensure effective program coordination, system integrations, project management and technical support services. Our client management teams are trained to efficiently integrate existing programs and systems and to coordinate member communications and marketing materials.

Member Support Services

ChipRewards Member Support utilizes integrated customer service applications to support our members. The ChipRewards web portal is fully internet-enabled and provides 24/7 access to member accounts and program information. All programs are supported by member service representatives with dedicated program knowledge to assist our members with technical support and service questions.

Behavioral Science Approach

Incentive programs are designed to produce behavior change. They are put in place to entice, encourage or motivate individuals to act in a certain manner. The success of any incentive program is determined by the degree to which the program changes specific behaviors in a specific timeframe and in a manner that justifies the resources required to implement the program.

Understanding how to engage individuals in a series of behaviors is essential to the design of an effective incentive program.

By utilizing behavioral science and integrating its principles into program development, ChipRewards draws on decades of research to increase the probability that your incentive program will succeed.