

CIGNA Incentive Points Program Strategy for Spelman College, 2015 Campaign

Our points-based incentive program allows individuals to earn a broad choice of rewards for actively participating in numerous health improvement programs and activities that span the entire spectrum of health. This is achieved by providing incentives that are available to healthy, moderate risk, and acute risk individuals.

Below is a chart outlining activities for reaching individuals across the health spectrum, along with specified point values. The 2015 Incentive Point Program campaign allows point redemption upon completion of a milestone. Each point equals one dollar and can be exchanged for a gift card, selected from the link on mycigna.com. There is a \$120 cap on Incentive Points earned in 2012 per employee. Our overall goals are health awareness, health promotion and health improvement through more program participation.

Activity	Milestones	Points Value	Frequency for Earning Points and Tracking (Jan. 1 – Nov. 30, 2015)
My Health Assessment	Complete Health Assessment online	25	Once a year
My Screenings	Complete my health & wellness screenings (BMI, BP, Cholesterol, Blood Glucose, Height, and waist)	10	Once a year, data automatically fed from CIGNA Onsite Program
My Preventive Care- Annual Preventive Examination	Completion of annual preventive care examination	20	Once a year Self reported
My Preventive Care- Breast Cancer Screening	Complete breast cancer screening	5	Once a year Self reported
My Preventive Care- Cervical Cancer Screening	Complete cervical cancer screening	5	Once a year Self reported
My Preventive Care- Colon Cancer Screening	Complete colon cancer screening	5	Once a year Self reported
My Preventive Care – PSA Cancer Screening	Complete a PSA cancer screening	5	Once a year Self reported
General Coaching Call Health Advisor / Lifestyle Management Program / Your Health First	Complete 2 health coaching calls	10	Once a year
General Goal Activity – Progress	Make progress towards my health goal	10	Once a year
My Weight Management	Spelman-specific activity (Fitness assessment and fitness center classes)	10	Once a year Self reported
My Health Management	Spelman-specific program participation (i.e. wellness incentive program)	10	Once a year Self reported
My Physical Activity	Spelman-designated event (i.e. Community Walk, etc.)	5	Once a year Self reported