



Small Steps Big Benefits

Improve population health and reduce costs by incentivizing members to make healthy choices



Walgreens

“An ounce of prevention *is* worth a pound of cure.”

– Ben Franklin

Researchers have noted that preventable illness makes up



Preventable illnesses can result when people ignore personal risk factors such as nutrition, weight control, exercise, blood pressure and smoking. By promoting healthy lifestyle choices, health plans, employers and payers can take a positive step toward reducing healthcare costs.

Employers take note

Improving workforce health and lifestyle behaviors may:²

- ✓ Lower medical and disability claims
- ✓ Decrease unplanned sickness
- ✓ Reduce absence
- ✓ Increase productivity

Employers with highly effective programs that contribute to improved workforce health report

34% higher
revenue per employee

and market premiums that are

20 percentage
points higher
than ineffective companies.²

Unfortunately, lifestyle behaviors related to health risk factors, such as eating, exercising and smoking, are among the most challenging to modify. However, incentives can help motivate members to initiate and participate in healthy activities.³

Goal setting and regular self-monitoring have also been found to be effective strategies for changing health behaviors.⁴ Researchers have found that greater engagement in the health process can lead to better outcomes.⁵

Walgreens Balance Rewards for healthy choices® can help motivate participants to live healthier lives

Walgreens Balance Rewards for healthy choices® utilizes incentives, goal setting and regular self-monitoring to inspire and motivate participants. The program is built on evidence-based methodology that incorporates small, easy-to-achieve steps—such as taking one walk, monitoring blood pressure one time, or eating one healthy meal—that, when added together over a week, a year or a lifetime, can lead to major lifestyle changes.

The program is built on the evidence-based methodology of taking **small steps** to **drive** real **behavior change**.

Rewarding in many ways

Walgreens Balance Rewards for healthy choices program rewards participants frequently with points for setting and achieving a variety of health goals.*

Participants can connect a favorite health or fitness device online or through the Walgreens App. They are then able to track their progress and points earned on their desktops, tablets or mobile devices.

Set First Healthy Goal		250 POINTS/first goal
Link a Device or App		250 POINTS/device or app
Walking, Running and Cycling		20 POINTS/mile
Frequent Activities		20 POINTS/log
Weight Tracking		20 POINTS/log
Blood Pressure Tracking		20 POINTS/reading
Blood Glucose Tracking		20 POINTS/test
Quit Smoking/Tobacco		250 POINTS/pledge
Prescriptions		100 POINTS/each
Immunizations		100 POINTS/each



Points can be redeemed like cash at more than 8,000 Walgreens locations, Duane Reade stores and at Walgreens.com.† Every visit

to Walgreens, Duane Reade or Walgreens.com gives participants access to experienced pharmacists and thousands of product offerings that support healthier lifestyle choices.

Participants also have access to Your Digital Health Advisor, an online resource that provides a digital coaching experience similar to one-on-one health coaching.

As of April 2015,

Balance Rewards for healthy choices® has reached the following milestones:

800,000 users

250,000 connected devices

1.5 million goals set

73 million miles logged

1.9 billion points awarded

Health plans, employers and payers also benefit from the program

Walgreens makes it easy to add the Balance Rewards for healthy choices program to a current incentives portfolio. There are no administrative fees and the program can work with existing wellness and incentive programs that are already in place. Organizations fund only the points awarded to members.

Balance Rewards for healthy choices provides a unique and proven way to engage a member population, which may lead to:

- Improved health outcomes
- Reduced healthcare costs
- Increased member satisfaction and retention



The program has produced significant results

High, long-term engagement

Walgreens tracked the retention of active Balance Rewards for healthy choices® participants for a year.



of participants with a connected device were still active 12 months after joining the program.⁶

Significant weight loss

In 2014, a study was conducted with 100,069 participants during a 180-day period. Of those participants, 45,839 (45.8 percent) tracked activities and 6,198 (6.2 percent) logged weight measurements.⁷

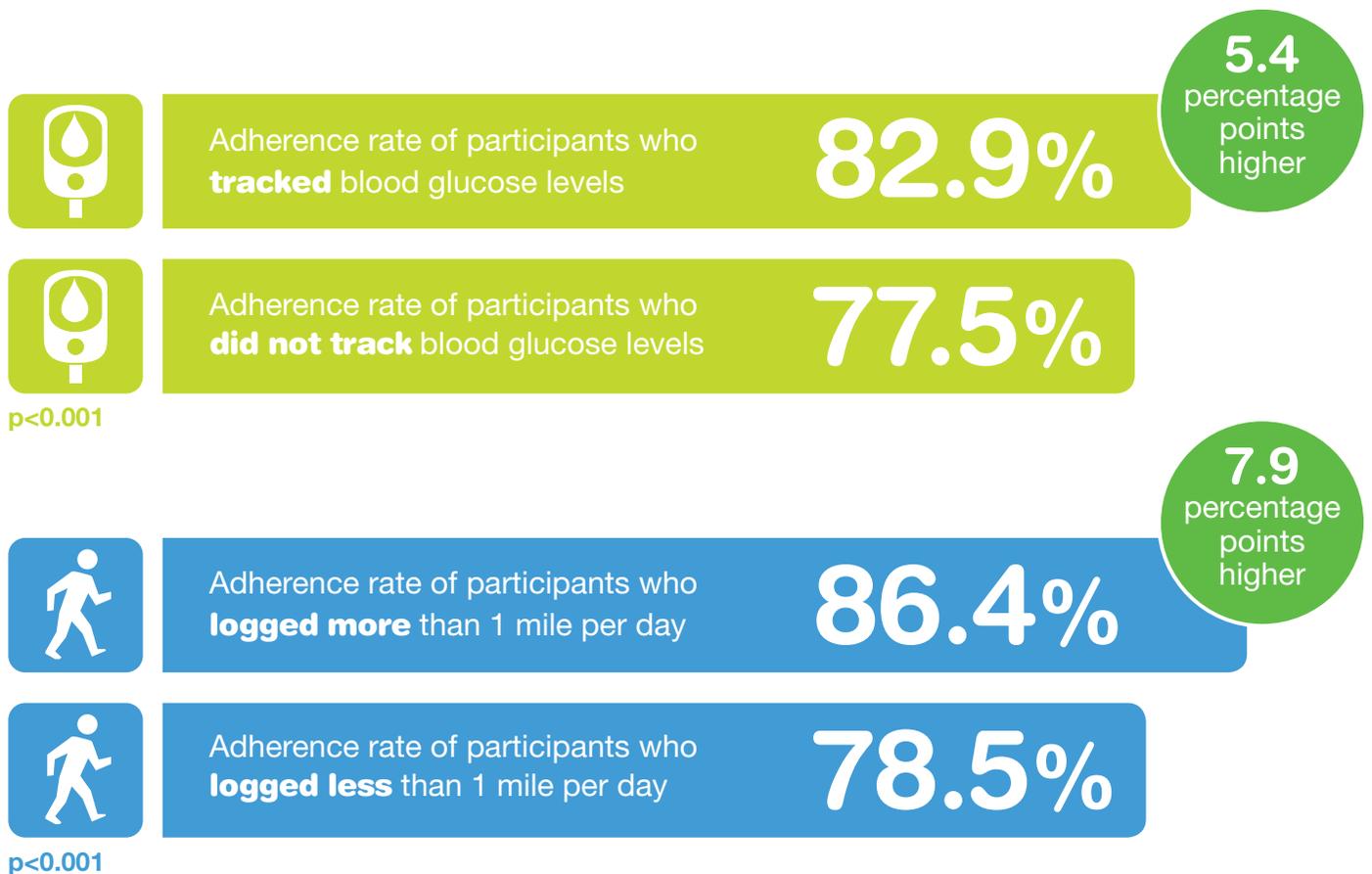


These results show positive associations between tracking physical activity in the Balance Rewards for healthy choices program and weight loss.

Better adherence to oral diabetes medications

In 2014, a study was conducted with 1,855 new participants of the Balance Rewards for healthy choices® program, enrolled between May 1 and June 30, 2014, who tracked activities such as steps (walking and running) and biometrics (body weight and blood glucose) within six months of enrollment and filled at least one medication in 2014.⁸

Adherence was measured using proportion of days covered (PDC) which equals the total days covered by medication divided by the total days in the observation period.⁹ PDC was calculated from each participant's first prescription fill date in 2014 to December 31, 2014.

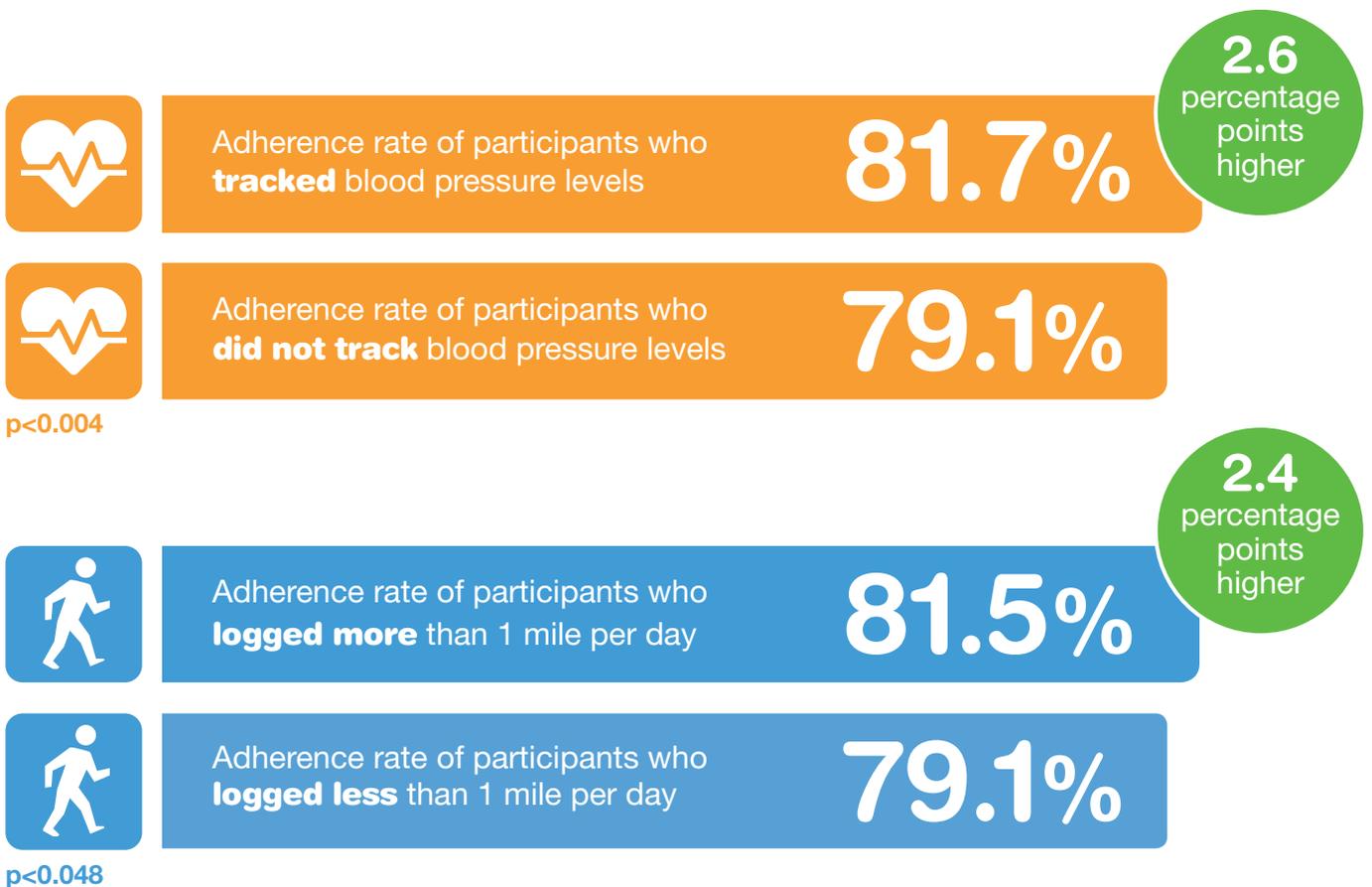


This study demonstrates a significant relationship between higher levels of participant engagement in healthy activities and biometric tracking through Balance Rewards for healthy choices and greater adherence to prescribed oral diabetes medications.

Better medication adherence to antihypertension medications

In 2014, a study was conducted with 4,943 new participants of the Balance Rewards for healthy choices® program, enrolled between May 1 and June 30, 2014, who tracked activities such as steps (walking and running) and biometrics (body weight and blood pressure) within six months of enrollment and filled at least one antihypertensive medication in 2014.¹⁰

Adherence was measured using PDC and was calculated from each participant's first prescription fill date in 2014 to December 31, 2014.



This study demonstrates a significant relationship between higher levels of participant engagement through Balance Rewards for healthy choices and greater adherence to prescribed antihypertension medications. In addition, analysis of a larger group of participants confirmed improved adherence across both populations (those who tracked their blood pressure and those who tracked their blood glucose).^{11,12}



“Walgreens Balance Rewards for healthy choices[®]
program promotes and supports healthy behaviors,
which should translate into reduced healthcare costs
for participants, their employers and payers.”

– Harry Leider, Chief Medical Officer, Walgreen Co.

Walgreens continues to measure the outcomes data generated by Balance Rewards for healthy choices and is constantly evolving the program based on the results.

For more information, visit Walgreens.com/HealthSolutions.

For Balance[®] Rewards terms and conditions, visit Walgreens.com/HealthyChoices.

*One-time reward for first goal set. One-time reward per linked device, maximum two devices per month. Limit 20 points per mile, 1,000 points per month. Limit 20 points per daily weigh-in logged. Limit 20 points per blood glucose test, two logs per day. Limit 20 points per blood pressure test, one log per day. Information provided to Walgreens online is covered by the terms of our Online Privacy and Security Policy found at www.Walgreens.com/topic/generalhelp/privacyandsecurity.jsp and the terms and conditions of Balance Rewards. Personally identifiable information is not covered under HIPAA or the Walgreens Notice of Privacy Practices. For full program terms and conditions, visit Walgreens.com/healthychoices. Points on pharmacy transactions limited to 50,000 per calendar year, and cannot be earned in AR, NJ or NY or on prescriptions transferred to a Participating Store located in AL, MS, OR or PR. See full terms and details at Walgreens.com/Balance.

[†]Due to state and federal laws, points cannot be redeemed on some items, including alcohol, tobacco, dairy and prescription items. For details, visit Walgreens.com/Balance.

1. Fries JF, Koop CE, Beadle CE, et al. Reducing health care costs by reducing the need and demand for medical services. The Health Project Consortium. *N Engl J Med*. 1993;329(5):321-325. **2.** Caver K, Davenport TO, Nyce S. Capturing the value of health and productivity programs. *People & Strategy*. 2015;38(1):30-35. **3.** Hall B. Health incentives: the science and art of motivating healthy behaviors. *Benefits Q*. 2008;24(2):12-22. **4.** Spahn JM, Reeves RS, Keim KS, et al: State of the evidence regarding behavior change theories and strategies in nutrition counseling to facilitate health and food behavior change. *J Am Diet Assoc*. 2010; 110(6):879-891. **5.** Hibbard JH, Greene J. What the evidence shows about patient activation: better health outcomes and care experiences; fewer data on costs. *Health Aff (Millwood)*. 2013;32(2):207-214. **6.** Walgreen Co. Data on file; 2015. **7.** Walgreen Co. Data on file; 2014. **8.** Taitel M, Jiang J, Akinbosoye O, Orr G. The relationship between online activity and biometric tracking and medication adherence among members with diabetes. Poster presented at: 75th Scientific Sessions (2015) of the American Diabetes Association; June 5-9, 2015; Boston, MA. **9.** Nau DP. Proportion of days covered (PDC) as a preferred method of measuring medication adherence. *URAC & AMCP: Quality Management News and Information for Pharmacy*. 2011;4(4):1;7-9. **10.** Taitel M, Jiang J, Akinbosoye O, Orr G. The relationship between online activity and biometric tracking and medication adherence among members with hypertension. Poster presented at: 36th Annual Meeting & Scientific Sessions of the Society for Behavioral Medicine; April 22-25, 2015; San Antonio, TX. **11.** Gourlay AW. Keynote presentation. Presented at: HIMSS15 (Healthcare Information and Management Systems Society); April 13, 2015; Chicago, IL. **12.** Taitel, M. Actuarial issues in digital health-taming the new frontier: digital health at Walgreens. Presented at: 2015 Health Meeting of the Society of Actuaries; June 16, 2015; Atlanta, GA.