Small Steps

Big Benefits

Improve population health and reduce costs by incentivizing members to make healthy choices
“An ounce of prevention is worth a pound of cure.”
– Ben Franklin

Employers with highly effective programs that contribute to improved workforce health report revenue per employee and market premiums that are 34% higher than ineffective companies.2

Researchers have noted that preventable illness makes up 70% or more of total healthcare costs.1

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

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.
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

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

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.
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.

More than 70% 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

100% of participants lost an average of 3.3 pounds
27.2% of participants lost more than 6.0 pounds
16.5% of participants lost more than 10.0 pounds

Participants who logged at least 1 mile a day lost an average of 3.7 pounds

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.

- Adherence rate of participants who tracked blood pressure levels: 81.7%
p<0.004

- Adherence rate of participants who did not track blood pressure levels: 79.1%
p<0.048

- Adherence rate of participants who logged more than 1 mile per day: 81.5%

- Adherence rate of participants who logged less than 1 mile per day: 79.1%

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 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.