

Incentives Dashboard

Use behavior-based incentives to help drive healthy habits and turn underutilized benefits into measurable ROI drivers.

As health care costs rise, engagement in programs designed to manage those costs can still remain low. So even though you're investing in digital health solutions, care management and wellbeing programs, their value may go unrealized because employees aren't consistently taking action.

In 2025, 20.9% of members had zero medical insurance claims, and 32.1% of members had no primary care provider, illustrating potentially underutilized coverage.¹ Employees may have good intentions when they make their benefit elections during open enrollment, but if they don't have a reason to check back in regularly, they may forget what they have access to and how to take advantage of it. **The Benefitfocus Incentives Dashboard** provides that reason.

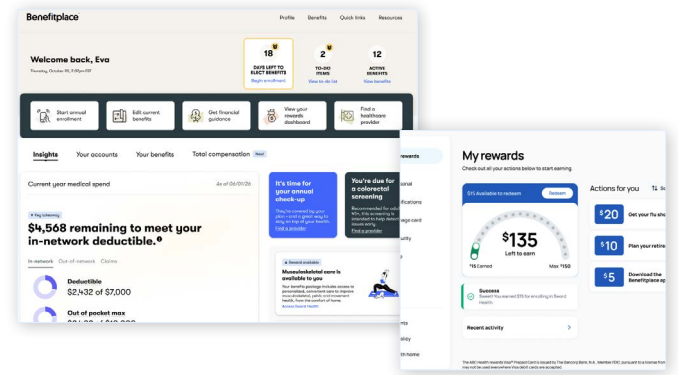
Everyone likes to be rewarded

89% of people say gamification (points, prizes, competitions) motivates them to take action.²

Competitive features like leaderboards can increase engagement by up to **73%**.³

Competitions with rewards aren't just liked, they offer the opportunity to help change people's behavior.

Integrated into the employee benefits experience, the Benefitfocus Incentives Dashboard provides a centralized way to design, manage and track incentive programs that will have the most impact on behaviors



that may help reduce long-term claims costs. Whether it's completing preventive visits, managing chronic conditions or engaging with solutions you already have in place, the Incentives Dashboard lets you tie incentives to those outcomes and track performance over time so you can make more informed decisions about where to invest in your benefits program.

The goal is not to just drive more activity, but the appropriate activity that can contribute to better outcomes and lower avoidable costs over time.

Key Features

- ✓ Centralized program design, management and tracking tied to the employee actions you want to prioritize
- ✓ Integrated experience within the Benefitplace® platform for seamless employee access and coordination with claims-based nudges
- ✓ Clear steps and insights showing recommended actions, timing and potential rewards
- ✓ Employee rewards redeemable in a marketplace of established brands
- ✓ Continuous education through interactive trivia and rewardable opportunities that help keep benefits top of mind
- ✓ Scalable configuration that can support programs across employee populations without adding operational complexity
- ✓ Performance tracking to help you connect engagement to business priorities and make more informed benefits investment decisions

How It Works



We help you identify priority programs and behaviors aligned to organizational goals, then curate rewardable activities that encourage meaningful engagement.



Employees access a personalized dashboard from their Benefitplace desktop or mobile app.



Employees track and redeem rewards within the Incentives Dashboard.



Continuous education, interactive trivia and rewardable activities keep benefits top of mind, while tracking helps employers see what is driving participation and where more support may be needed.

The Results

A mid-sized U.S. transportation client experienced challenges with employee engagement in its benefits reward program and wanted to enhance mobile use. Following the introduction of the Benefitfocus Incentives Dashboard, the client achieved the following results.



74% increase in incentives program engagement, exceeding the 12% engagement goal with 20.9% engaged⁴



71% increase in Benefitplace usage from pre- to post-launch⁵



Within one year, mobile app **unique users increased by 59%** and **sessions by 132%**⁶

Provided as an example only; actual results may vary.



Request a demo to learn how Benefitfocus can help turn incentives into action and support a more measurable benefits engagement strategy.

Get started today.

1. The State of Employee Benefits 2026 was compiled from enrollment transactions aggregated across 316 large employers (1,000+ full time employees) within the Benefitfocus customer base, representing more than 1.8 million employees in total. The data was evaluated on an anonymous basis. Enrollment records include both active and passive enrollments made by a variety of industry roles (employee, carrier representative, broker, benefits administrator, etc) from the fall of 2023 through fall of 2025 for plan year effective dates of January 1. These measurements are not meant to be a nationally representative sample, but to represent the aggregate activity for large employers on the Benefitfocus platform.

2. [Gitnux Gamification Statistics Report, 2026](#)

3. Trackscore. [The Psychology of Leaderboards: What Motivates Competition, August 2025](#)

4. 20.9% engagement based on population of 4,092 and 856 active users, Sept. 13, 2024 – Jan. 31, 2025.

5. Based on 49 average daily users pre-launch and 84 average daily users Sept. 13, 2024 – Jan. 31, 2025.

6. Based on 2,058 unique mobile users in 2023 and 3,271 in 2024, and 6,894 sessions in 2023 vs. 16,209 sessions in 2024.

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