

# NEXT GENERATION INCENTIVES

Limited item selection, availability and maintaining up-to-date catalogs have long constrained traditional employee rewards programs. In recent years, advances in web-based incentive platforms have made possible an exponential increase in award options to employees participating in company sponsored programs. Companies operating employee recognition and incentive programs can now integrate combinations of travel, merchandise, giftcard and entertainment choices in their program employee reward catalogs.



Online Rewards is a program provider with proprietary software and has teamed with online companies including Amazon.com and Hotels.com in order to deliver an almost

limitless array of reward choices. By integrating its software with these national fulfillment houses, Online Rewards provides companies with an enormous selection of highly desirable rewards for their employees. It builds custom catalogs containing, alongside favorite electronic and home good options, the most current entertainment, CD, DVD, books and magazines available. Leveraging its web software



platform, the company automatically keeps catalogs fresh with selections that match each program's user-base profile.

Online Rewards builds and maintains customized, web-based incentive programs that are easily interfaced with HR management tools and allow users to track orders from computer to doorstep.

Amazon.com is widely regarded as a world leader in merchandise fulfillment, offering extensive customer support and consistently reporting widespread customer satisfaction. Hotels.com allows users to make travel plans in real time, offering guaranteed itineraries and pre-paid reservations.

By teaming up with these industry leaders, Online Rewards offers companies a wide range of program possibilities, including service and anniversary awards, and education and training programs. In turn, companies can now offer their employees sought-after entertainment, merchandise and travel awards.

Founded in 2002, Online Rewards provides incentive and loyalty marketing program services for US and international clients.

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## NEW WEBSITE INVITES RX CLAIMS PRICING COMPARISONS

Serve You Custom Prescription Management, Inc., a pharmacy benefit management company based in Milwaukee, has launched [www.beforeyourenewserveyou.com](http://www.beforeyourenewserveyou.com). This unique website invites decision-makers who may be evaluating PBMs to submit prescription claims data for an analysis of potential savings.

The Before You Renew, Serve You promotion gives interested parties the opportunity to submit specific group claims data for a set time period for a comprehensive analysis that re-prices each claim, allowing a more exact report on potential savings. A quick re-pricing comparison is also available based on a broad summary of total claims information.

"Comparing drug costs is complicated," explains Sharon Murillo, President of Serve You. "Often PBMs' pricing proposals are spreadsheeted and the finalist is selected based on who appears to give the lowest discount. If plan sponsors want a true price comparison, they need to look beyond the simple spreadsheet of discounts and submit actual claims data for a price comparison that literally re-prices every claim using the proposed pricing.

This way, you see exactly what your savings will be. We also review the claims and identify potential clinical programs and plan design options that could result in additional savings as well."

Murillo is quick to point out that while the company is touting its re-pricing promotion, pricing alone should not be the determining factor when deciding on a PBM partner.

"Service is extremely important. By inviting people to re-price with us, it gives us the opportunity to educate them on ways in which we may be able to save them money," says Murillo. "It also gives them the chance to experience our service."

Serve You is a nationally recognized PBM that was formed in 1987. For more visit [www.serve-you-rx.com](http://www.serve-you-rx.com).

