



## **DROP THAT WEIGHT OR YOU'RE FIRED!**

Can your boss put you on a diet? No, but she can make it worth your while to lose pounds. A number of companies—half of the 463 surveyed in a new report by the National Business Group on Health—are using financial rewards to persuade employees to join programs to improve their health. It saves health-care dollars and boosts productivity: a 2005 analysis of 42 studies found that such programs could achieve a 25 to 30 percent reduction in medical and absenteeism costs within 3.6 years. Employers are "nudging people to do something they already want to do, but just don't have the self-control," says Richard Thaler, a behavioral economist and author of "Nudge," a new book on such practices.

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