



Concepts for expanding the challenge and offering online engaging tools



Online Wellness Account For Each Participant

Each participant is given an online account to track their activity, nutrition, measurements and goals. But it doesn't stop there... Each account will deliver:

- Guidance in the form of workouts, meal plans, motivation and education.
- Engagement with live leader boards to track their progress and their cities' progress in the challenge.
- Rewards. By using the online site, the user is earning Health Reward Points that can be redeemed towards items in the Health Rewards Store

WHAT IS A PERSONAL WELLNESS ACCOUNT?

Your personal wellness account is an engaging, web based system, that combines social networking, health activity, daily health guidance, competition and most importantly, fun!

The screenshot shows a user profile for Stan Spidrowsky with the following details:

- Health Reward Points:** 2690
- Tasks:** 42
- Messages:** 3
- Friend Requests:** 3
- Cals In:** 112
- Cals Burned:** 1343
- Weight:** 162lb

The interface includes several key sections:

- My Healthy Steps:** A "Healthy Task" section with a goal: "Take the stairs! Everywhere you go today, only take the stairs, no elevators or escalators." A blog entry mentions "Aerobic and strength training improves diabetes".
- My Check-List:** A list of items to track: "log in", "get motivated", "be active", "eat right".
- My Fitness Challenges:** A "New Year New You Challenge" with a score of 60 points.
- My Programs:** A "Road to Wellness" program.
- Challenge Details:** A "NEW YEAR NEW YOU! Fitness Challenge" with details: "8 Week Walking Challenge", "Walk the Stack Program", "Dynamic Leader Boards", "Pedometer Tracks your Steps", "Fitness and Nutrition Tracking", "Accountability Partners", "Interactive Health Tools", and "Great Prizes".
- Registration Ends in:** 13 Days 11:45:16

Annotations point to various features:

- Tools for Health:** Employees can access exercises, track calories, view results and more!
- Guidance:** Daily interactive check points keep health top of mind for your employees.
- Programs:** Choose between coaching, weight loss and fitness programs.
- Goal Setting:** Your employees will have the tools to set healthy goals and the guidance to reach them.
- Verifiable Data:** Employees can seamlessly sync POLAR data for accurate tracking and reporting.
- Health Reward Points:** Your employees stay motivated by being rewarded for health activity. They can use their points to cash in on items in the online store.
- Fitness Challenges:** Individual and team challenges engage and motivate employees to achieve new goals.

Guidance for Participants with Automatic Weight Loss Programming

Participants can receive a guidance program that reaches out to them on a regular basis, reminding them to log in to their online wellness account. Each participant will receive:

- Articles and videos designed to motivate and educate
- Workouts with video
- Meal plans
- Weight goal tracker
- Downloadable grocery lists and meal plans to always have handy
- Weekly tasks to stay on track and organized

GET FIT & HEALTHY
MAYORS FITNESS CHALLENGE™
PHI MEET THE CHALLENGE

BLUEPRINT TO WEIGHT LOSS

Day 38

Blueprint to Weight Loss

Welcome to Phase 2!

Phase 2 of your nutrition plan is here! Check out this menu and grocery list. Beginning this week your article and workouts will be delivered weekly. Your Phase 2 menu plan will last through the rest of this program (4 weeks). Each week we will deliver articles and videos designed to keep you on track with your nutrition plan and your fitness.

You have made it this far on the program, now it is time to commit to finishing it up...only 3 more weeks to go!

[Click here for your Phase 2 Menu and Grocery Plan](#)

Weight Goal

Current Weight	Goal Weight
185 lbs <input type="text"/>	180 lbs <input type="text"/>

Day 38 Actions

Day 38 Meals

Breakfast	<input type="text"/>
Breakfast Choice Phase 2	<input type="text"/>
Breakfast	<input type="text"/>
Breakfast Choice Phase 2B	<input type="text"/>
Lunch	<input type="text"/>
Lunch Choice Phase 2	<input type="text"/>
Dinner	<input type="text"/>
Dinner Choice Phase 2	<input type="text"/>
Lunch	<input type="text"/>
Lunch Choice Phase 2 Men	<input type="text"/>

Challenge Leader Board Visible 24/7 Keeps Them Engaged!

Within their wellness account is a challenge leader board that they can stay on top of to see how they are doing in the challenge.

- Individual, Team vs. Team and Location vs. Location challenges available
- Allows for accountability partners to get weekly reports on their progress
- Facebook integration allows for comments about the challenge to post on their Facebook Wall
- Live countdown timer lets them know how long is left, and live updates appear each time someone updates their weight.

City vs. City Scores

- The challenge leader board allows for individual resident score viewing, and city vs. city viewing. This is perfect for city vs. city rivalries all with the end goal of healthier residents

The screenshot displays the 'MAYORS FITNESS CHALLENGE' website. The top navigation bar includes links for Home, Profile, Program, Motivation, Fitness, Nutrition, Results, Education, Store, and Admin. The main content area is titled 'Fitness Challenge' and features the 'Unity Biggest Winner Weight Loss Challenge' and 'Mayors Weight Loss Challenge'. A countdown timer shows 'Challenge ends in 19 Days 09 : 29 : 30'. Below this, a line graph shows 'Your score' (blue squares) and 'Average score' (red circles) from April 3rd to 10th. A table lists individual scores and ranks for Otis Ekins (6.8%, Rank 1), Kissa Robinson (5.6%, Rank 2), and Tamara Jackson (5.5%, Rank 3). To the right, an 'Activity' section lists recent weight logging events with point earnings. At the bottom, a 'Team' vs. 'Individual' toggle is shown, with a table of city scores: New Smyrna Beach (7.5%, Rank 1), Chicago (5.6%, Rank 2), San Diego (5.5%, Rank 3), Bangor (5.2%, Rank 4), and Austin (4.8%, Rank 5). A 'Show All' link is at the bottom right.

Personal Wellness Account Is Visible on Mobile Devices Via A Special App

Users will have the ability to connect to their online accounts using the free mobile app that comes with their online wellness account. The app includes mobile access to see the following:

- Challenge leader board
- Mobile nutrition logging
- Mobile exercise logging
- Mobile guidance from the program section



Confidential – Exclusive Pricing for Mayors Fitness Challenge Cities

Option 1: Mayors Fitness Challenge branded wellness site with customized city name in header

Inclusions:

- Residents would be sent to a Universally branded information page and sign up page
- City would receive a team in the challenge
- City would receive unlimited online accounts for residents
- Access would run for the duration of the 10 week challenge
- Residents would have the option of subscription membership after challenge

Cost:

- \$1500.00 for unlimited users for the duration of the challenge

Confidential – Exclusive Pricing for Mayors Fitness Challenge Cities

Option 2: Custom branded wellness site for a city

Inclusions:

- Customized landing website that includes in depth information about the challenge, and the online wellness accounts available for all residents, and the accounts benefits
- Sponsor locations for sponsor advertising on website and on each users online wellness account
- Cities would have city-branded wellness accounts for each user
- City would receive a team in the challenge
- Inclusion of a “Message from the Mayor” section throughout the challenge with unlimited updates
- Schedule of events included for city challenge-related functions
- Access would run for the duration of the 10 week challenge
- Residents would have the option of subscription membership after challenge

Cost:

- \$4000.00 for unlimited users for the duration of the challenge



For more information, a tour, or to get started, contact:

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Total Health Interactive