LIFE, LIBERTY AND THE PURSUIT OF WELLNESS

Personalizing Fitness and Wellness Through Technology, and using Strategic Incentives to Motivate Patients

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WE ALL HOLD A FEW UNIVERSAL GOALS NEAR AND DEAR TO OUR HEART

In business, but also with our patients/members, associates, family and our youth
WE ALL WANT TO BE HAPPY, HEALTHY AND PRODUCTIVE

When we actually achieve these goals in our own lives, we naturally want to share them with those we care about
FITNESS IS AT THE EPICENTER

Regular physical activity is a catalyst to achieving a productive, happy and healthy lifestyle
THERE ARE CLEAR BENEFITS

Healthy habits improve our quality of life as well as our friend’s and families

- It’s the right thing to do: improving patient health and wellness

- Reduce healthcare expenses through lower utilization
Recent studies on wellness programs have shown an Average ROI of $3 per $1 spent

- Accurately tracked fitness activities for an empirically-backed storyline

Beyond these,
- Just 30 minutes of daily exercise increases energy and confidence, boosting culture and morale from within
- Over 90% of surveyed professionals reported improved productivity in the workplace

(The Power of Habit, Duhigg 2016)
(Willis Health and Productivity Survey, 2014 - sample: 950)
(Workplace and Wellness Programs, Baicker, Cutlerand & Song, 2015)
(Wellness Council of America)
BUT

There’s something that stands between us and our healthy habits,

Despite the countless advantages
MOTIVATION
LET’S BE HONEST

We could all use a little more
MOTIVATION IS TOUGH TO CREATE
It’s multi-faceted and unique to each person.
But, that doesn’t mean it can’t be done.

Inspirational Video
LIFE IS STRESSFUL, WORK IS TAXING

27% of fitness app users use them for motivation

We’re tired: 40% of people don’t get enough sleep

AS PROVIDERS
WE DO OUR BEST TO MOTIVATE
Recommendating Workout, etc
SO, HOW DO WE

Stay motivated, and share that with everyone around us,

so they feel positive, productive and healthy?

Within the network, as well as with our own families
WHAT ABOUT WITH INCENTIVES?

- Addictive, gamified fitness experience
- Robust tracking that validates every workout
- Layering monetary rewards on top of our intrinsic motivators
REWARDS DRIVE HEALTHY HABITS

But, establishing a new routine on your own isn’t easy

“This habit cycle applies to all facets of life, including something as simple as brushing your teeth.

...Many large, behavioral change organizations rely on this model for replacing certain unhealthy habits with new, healthy habits.”

Research Cited:
The Power of Habit, Duigg 2016
UNDERSTANDING OUR AUDIENCE

How do we know all this about fitness psychology?

Internal consumer behavior study (through 4 seasons)
Length: 14 months
Size: 2,000+ users in data set

15+ key data points

About the respondents
• 30 minute deep dives with users
• 10 minute casual conversations
  • Weekly fitness events

Who are they?
• Teens to seniors incl. teeniors
• From diabetic, overweight to 10% BF

Where: Center City, Philly suburbs including SNJ
PHILLY FREE STREETS
Activity Type, Distance & Time

PFS-goers were deeply engaged for a long time at the event
• Over 70% active user engagement during the event (took a Challenge who downloaded the app for the event)
• Great fitness activity: people worked out for 40+ minutes each, on average. That’s compared to a 4.2 min index in the fitness app industry
• Deep engagement at PFS: users biked nearly 4 mi, runners ~2mi, some as high as 17mi (That’s .4mi longer than the index for runners, and .8mi longer than average bike)
• 72.6% returning users came back to use the app for more fitness post-event
• Center City and South Street got the most Zip code registrations. Over 50 zip codes represented in total

![Activity Type, Distance & Time Graph]

![Activity Time & Distance Table]
Core Findings

Incentives:

- Concept of earning rewards for working out is very appealing
- Rewards need to be longer term commitments

Intrinsic Factor:

- Apps need to feed into their personal goals / drives
- User data is important to “fun” factor (nice dashboard)
- Gamified experience
DESIGNING FOR HUMANS
THE VEA FITNESS DIFFERENCE IS APPEALING TO OUR FUNDAMENTAL MOTIVATORS

Synchronizing all factors that foster motivation & form healthy habits

Unify Inspiration

Provide a Support System

Social support, accountability and recognition

Incentives, Cues & Motivators

Providing more than just rewards as prompts/incentives

(SimplePsychology.org, 2016)
DESIGNING FOR HUMANS (Cont..)

THE VEA FITNESS DIFFERENCE IS APPEALING TO OUR FUNDAMENTAL MOTIVATORS

Unify Inspiration

Synchronizing all factors that foster motivation & form healthy habits

• Help users find their “purpose” for working out

• Immediate fulfillment: internal & external

• Pavlovian: getting reward closer to behavior releases endorphins and supports healthy habit building
Social support, accountability and recognition

• Comment, like and cheer friends on
• And then beat their time
• Share successes with friends and family
Providing more than just rewards as prompts/incentives

- **Intrinsic:**
  - weekly/daily workout goals
  - personal commits

- **Extrinsic:**
  - motivation notifications, great music, personalized rewards, “Bryan’s going running today, Are you?”
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Inspiration

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(SimplePsychology.org, 2016)
VEA FITNESS: THE EXPERIENCE

VEA CONSUMER PLATFORM

SELECT YOUR CHALLENGE

COMPLETE THE WORKOUT

REDEEM AWESOMENESS
THE ADMIN PERSPECTIVE

TRACK KEY METRICS, CONTROL REWARD DISBURSEMENTS

• Track overall wellness
• Reduce breakage
• View fitness activity by type, frequency
• Manage rewards
• Understand valuable health data for insurance purposes
DESIGNED FOR HUMANS, BUILT FOR BUSINESS

PRODUCT DESIGN

• Custom points/rewards system
• Visual fitness data dash for users
• Virtual races
  • Team/group workouts
  • Weekly/monthly events
• Reward miles
  • gym check in
  • run now, apply later
  • single tap begin

EXTERNAL INTEGRATION

• Apple HealthKit
• Google Fit
• Apple HealthKit and Google Fit accounts bring in most of apps to allow off-Vea tracking:
  • Apple Watch, Strava
  • Samsung Gear Runkeeper, Runtastic,
  • +More
• Possible health record integration
BEYOND THE WORKOUT
VEA FITNESS IS A LIFESTYLE

STIMULATING FITNESS ACTIVITIES &
FORMING HEALTHY HABITS IN ALL FACETS OF LIFE

Education - content, blogging
Community - social, events
Exercise - incentives
Questions

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