

Corporate Wellness 360°

How Smart Devices are Reinventing Corporate Wellness



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Introduction

Companies have long understood the importance of promoting healthy lifestyles to their employees. With obesity, hypertension, and other chronic diseases having risen to epidemic levels in the US and around the world, companies are feeling the financial burden of an increasingly unhealthy workforce. Many of these conditions can be tied to increased absenteeism, disability, injury and rising healthcare costs.

Luckily, unhealthy lifestyles are largely preventable. Helping employees take better care of themselves does not only reduce health problems, but it also allows companies to reduce spending. The Centers for Disease Control and Prevention has shown that over a two- to five-year period, companies with workplace wellness programs and appropriate plans in place can yield \$3USD to \$6USD for each dollar invested, reducing the likelihood of employee heart attacks and strokes ¹.

Smart devices are the latest innovation in the ongoing health & wellness revolution. In only a few years, the miniaturization of sensors and the spread of smartphones have spurred the growth of self-tracking practices set to disrupt healthcare in a positive way. Healthcare players are finding new ways to help their patients take better care of themselves by using connected healthcare devices which allow the users to share data with their doctors on a more frequent basis and learn how to self-manage chronic conditions more effectively.

This revolution impacts the workplace first. Based on new data stressing the impact of biofeedback devices on behavioral change, HR and Benefits Managers must now reassess their traditional toolkit. Introducing flexible hours for exercise or healthy food programs are no longer enough. Health risk assessments or behavioral coaching can no longer rely on outdated Internet Platforms that employees consult once, and never go back to after answering a one-time questionnaire. While efficient at raising awareness, corporate risk assessments lack the interactivity and the enjoyment of device-based programs.

1. Reducing the Risk of Heart Disease and Stroke, Centers for Disease Control.

HR managers must understand that the connected health revolution is changing the game for wellness programs. Smart devices are not just more engaging because they materialize a commitment to take better care of oneself. They give users stronger incentives to walk the extra mile through algorithm based coaching. Users can build communities, share steps or weight objectives for mutual support, and engage in healthy competition. Health assessments designed by doctors can be made continuous and effortless. Real-time dashboard allows early detection and more effective risk mitigation.

This publication provides exclusive analyses based on first-hand case studies. It offers all those interested in Corporate Wellness a framework to better understand this revolution.

PART I

**From
Self-Tracking
to Community
Building**



Supporting behavioral change

The reason why bad habits are so hard to change is because they don't actually involve a conscious process. Even when people really want to break them, will power just doesn't seem enough. The key to changing habits is to understand how they form. **Habits are automatic behaviors triggered by situational cues, followed by some form of reward. The automation reinforces itself over time. As research highlights², habits cannot be erased; the only real way to change a bad habit is to replace it by a healthier one.**

The good news is that technology can help go a long way in adopting healthier habits. Smart devices were designed in alignment with the latest findings in behavioral science. Smartphone based step tracking or weight measurement basically rewards small efforts, which users are nudged into sustaining on a day-to-day basis.

As highlighted by Professor Fogg, founder of the Persuasive Technology Lab at Stanford University, unrealistic goals can prove counter-productive, leading to both disappointment and failure³. His behavioral model lists three key success factors: motivation, ability, and trigger. As Fogg writes, *"when a behavior does not occur, at least one of those three elements is missing."* Smart devices are aimed to getting all three together. In 2014, Withings conducted an unprecedented study on the impact of connected devices on behavioral change, with the help from prominent cardiologists, such as Dr. Eric Topol, author of the *Creative Destruction of Medicine*⁴. Building on its exclusive datasets, the study analyzed the positive effects of connected devices on general wellness and the reduction of cardiovascular risks.

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2. *The Power of Habit, why we do what we do in life and business*, Charles Duhig, Random House 2012
 3. *Persuasive Technology: Using Computers to Change What We Think and Do*, Interactive Technologies Paperback – 2002 by B.J. Fogg
 4. *White Paper on Connected Health, the Case for Medicine 2.0*, Withings

Habits can change

Measure



Track



Progress



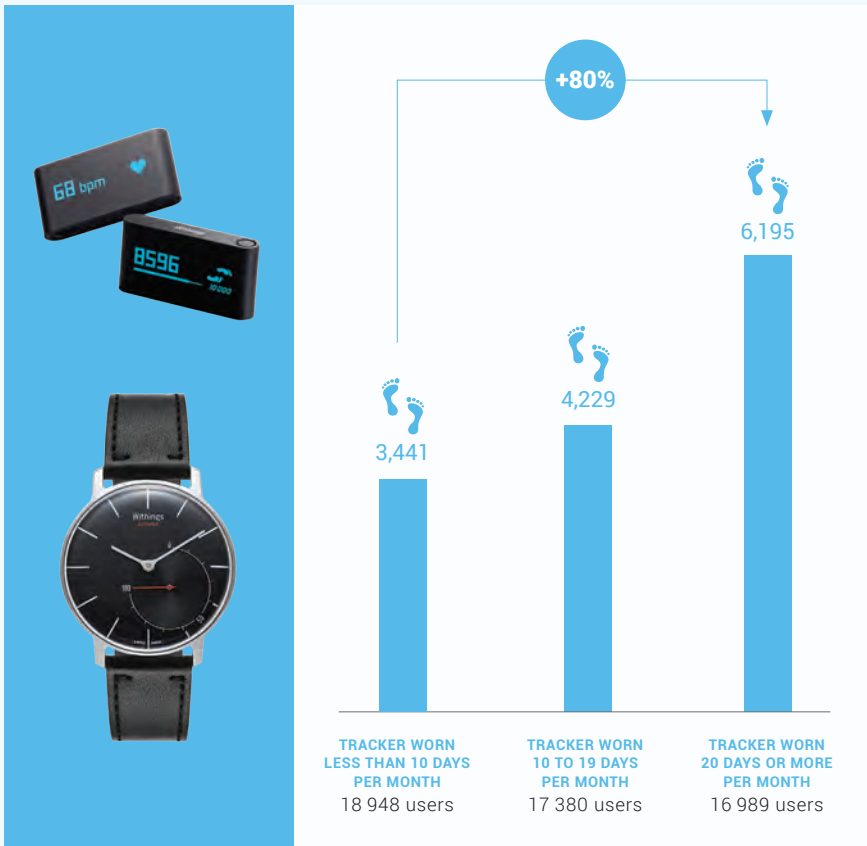
*The only way
to change a habit
is to replace it
by a healthier one.*



Walking the extra mile

Withings data shows that **the regular use of a connected tracker is correlated to a higher level of physical activity**. Users who wear a tracker every 2 out of 3 days typically walk an average of 6,195 steps a day. That's 80% more than the average of 3,441 daily steps recorded for users who wear an activity tracker every 1 out of 3 days.

Average Number of Daily Steps According to the Frequency of Utilization of the Tracker
in number of steps per day

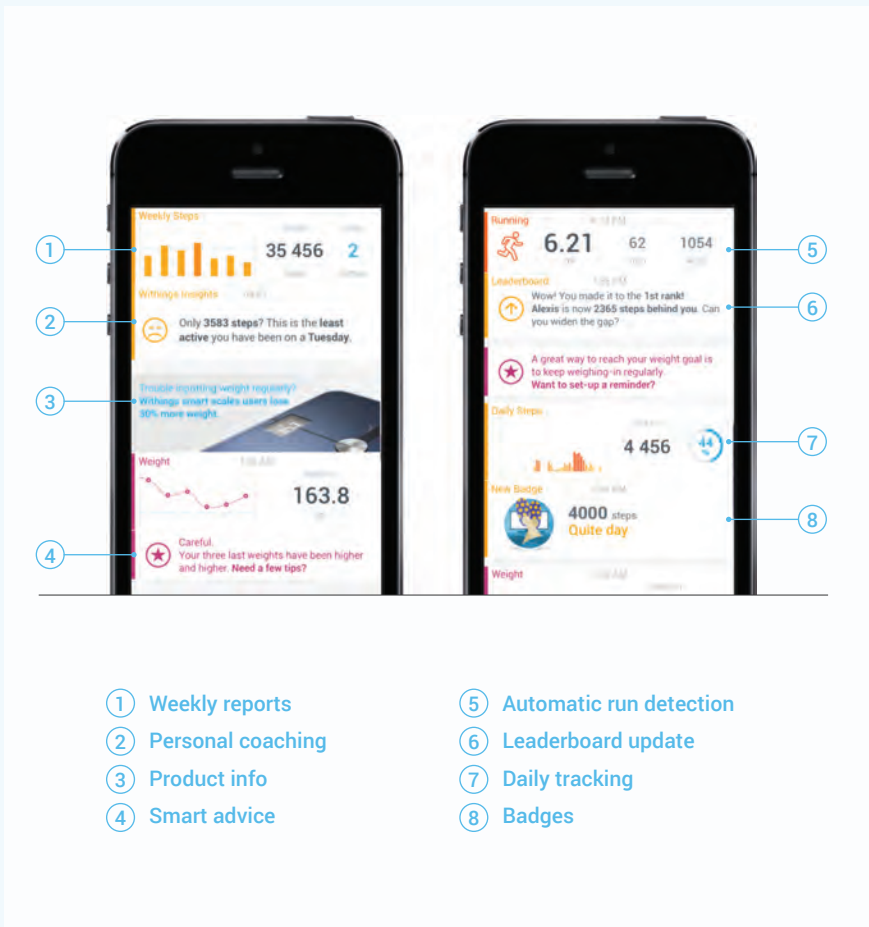


Sample of users 20 to 79 years old, having used both the scale and the tracker in the 12-month period May 13 to April 14. Daily steps as the average at the 1st month of utilization of the tracker in the period; tracking frequency as the average number of tracked days per month over the months of utilization. $p < 0,001$.

From Quantified-Self to Smart Coaching

Long before scales were connected, it was widely acknowledged that tracking weight was a useful, complement to any weight loss strategy. While it can be difficult to improve something you do not measure, the measurement itself is not enough. With smart incentives, users enjoy new tools to sustain their efforts. They can set objectives, commit to personalized weight loss tracking, plus earn rewards, achievable milestones, and read smart individualized insights all along the way. In short, it's no longer just about quantifying; it's about smart coaching.

Smart coaching tools




- ① Weekly reports
- ② Personal coaching
- ③ Product info
- ④ Smart advice

- ⑤ Automatic run detection
- ⑥ Leaderboard update
- ⑦ Daily tracking
- ⑧ Badges

Example of Withings Health Mate screens

Monday, December 22, 2014






YOUR WEEKLY REPORT
March, 16 - 22, 2015

Congrats!

You are in a good rhythm of weight loss. If you continue this way you will lose between 1,5 and 3 kg per month.


Weight

Average weight: **80 kg**  *Good job!*  **- 0.7 kg in one week**

Your objective: **79 kg**  *You're close!* **1.0 kg to loose**

BELL 4:21 PM 22%

Insights




What a great week!
With **69705 steps** so far, you've already **matched last week's total**.

Did you know ?

Carry on. Among the many benefits you can get from it, studies have shown that engaging in a regular physical activity reduces the risk of developing colon cancer by 26%.

Help us improve the insights !


Loved it! Whatever Didn't like it...



Good job! Your daily stepsnumber has **kept increasing** during the **past 2 days**. You've gained 1218 daily steps to reach **11364 steps** yesterday.

Me and the world

You are among the 10% most active people in America.




That is impressive!
20758 steps, your personal **best** in the last 15 days.

Did you know ?

Here's a fact for you: **only 0,1%** of the **all** Health Mate users reach **20000 steps** on a regular basis.

Did you know ?

You are among the 10% most active people in America.

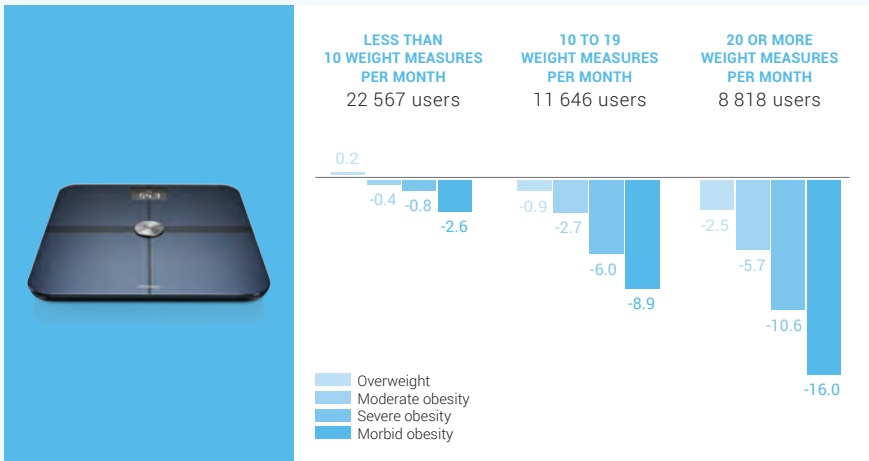


Amazing!
You lost **3,4 kg** over the last 2 month.

The interesting thing about connected objects is that you can actually measure their impact because they generate statistics. For instance, obese users who weigh themselves on a regular basis lose on average much more weight than those who do not.

Average weight evolution according to the frequency of weight measures

in lb, over a 12-month period

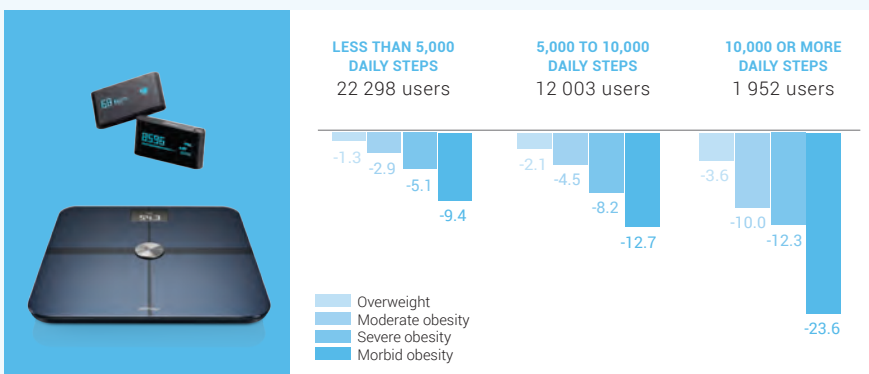


Sample of overweight or obese users 20 to 79 years old, having used both the scale and the BP monitor in the 12-month period May 13 to April 14. Weight evolution computed as the difference between 12th and 1st month averages; weight measure frequency as the average number of measures per month over the months of utilization of the scale in the period; BMI class according to WHO classification and as the average at the 1st month of utilization of the scale in the period. $p < 0,001$.

Withings data shows that the most active users are also the ones that lost more weight.

Average weight evolution according to the number of daily steps and BMI class

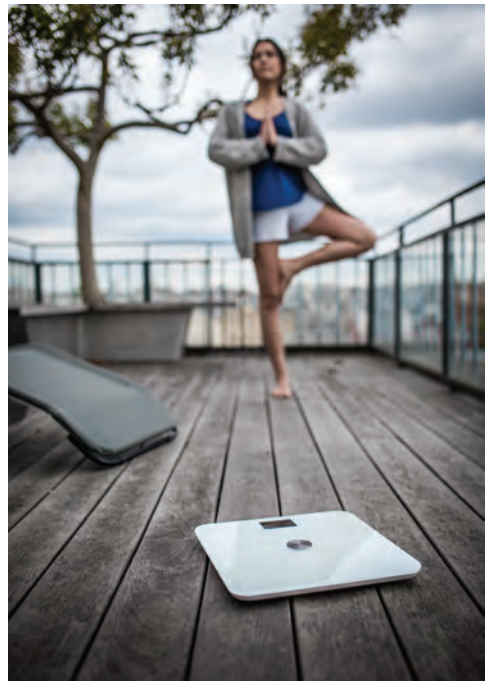
in lb, over a 12-month period



Sample of overweight or obese users 20 to 79 years old, having used both the scale and the tracker in the 12-month period May 13 to April 14. Weight evolution computed as the difference between 12th and 1st month averages; daily steps as the average at the 1st month of utilization of the tracker in the period, BMI class according to WHO classification and as the average at the 1st month of utilization of the scale in the period. $p < 0,001$.



Users tracking regularly their weight lose more weight in average.



Self-tracking can prevent or help manage chronic conditions

Simple self-tracking tools can ease self-management of chronic diseases such as diabetes, asthma or hypertension. Technology is now making it easier for patients to keep track of healthcare data and make decisions based on a strong scientific rationale.

Table: Main home monitoring devices and their uses

Measured parameter	Device	Pathology	Description
Capillary glycemia	Glucometer	Type I (insulin dependent) and type II (non-insulin dependent) diabetes	In use since the 1980s. Recommended today by scientific associations and patient organizations, under the condition of users following a therapeutic education comprising the definition of an action plan. Effectiveness is higher for type I diabetes.
Weight	Scale	<ul style="list-style-type: none"> - Overweight and obesity - Eating disorders (bulimia/anorexia) - Diabetes - Hypertension - Heart failure - Renal failure - Pediatric disorders 	Home weight monitoring dates back to the early 20th century. Measurement protocols and interpretation of results clearly differ from one pathology to another. The relation between weight and height allows the calculation of the body mass index (BMI). The scale is the most widespread self-measuring device.
Blood pressure	Electronic blood pressure monitor	- Hypertension	In use since the 1980s. Recommended since the 2000s, subject to compliance with a measurement protocol. Home measurement, considered more accurate than measurement in clinical setting, is indicated for screening and monitoring.
Heart rate	<ul style="list-style-type: none"> - Watch - Electronic oscillometric blood pressure monitor - Heart rate monitor 	<ul style="list-style-type: none"> - Disorders related to a sports practice - Heart rate disorders - Heart failure 	Heart rate is monitored in certain physical activities (jogging, cycling, etc.) and cardiovascular situations (disorder symptoms, myocardial infarction, medication intake, etc.), but home measurement is not the most common large-scale practice.

Measured parameter	Device	Pathology	Description
Expiratory rate	Peak-flow meter	Asthma	In use since the 1980s. Recommended since the 2000s, subject to user education as this self-measurement has a complex procedure.
SpO ₂ (oxygen saturation rate)	Pulse oximeter (or saturation monitor)	Chronic obstructive pulmonary disease (COPD)	Saturation meters are available for the general public but the interpretation of the results is difficult. Studies on the usefulness of home monitoring of PaO ₂ as a means of preventing COPD from getting worse have not yet found positive results.
Number of steps & movement level	- Pedometer - Accelerometer	- Public health campaigns against sedentary lifestyles - Incitation to walk more for people with diabetes, asthma, obesity, lower limb arthritis and heart conditions	Although pedometers are inexpensive and easy to use, they are still infrequently recommended or used in current medical practice. By helping increase physical activity, they help improve the level of glycated hemoglobin, weight and cholesterol. The long-term persistence of their impact is unknown.
Body temperature	Thermometer	Diagnosis of fever, especially in children	The thermometer has been in very widespread home use since the early 20th century. Used to monitor infectious diseases and to guide people whether or not to call a doctor.



*Technology
is making it easier
for patients
to own their data.*

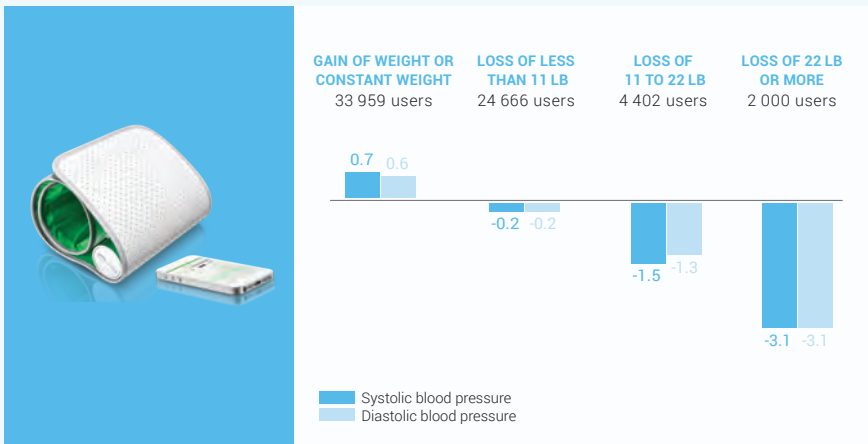




Controlling your blood pressure

Withings Health Institute analysis highlights the **high correlation between weight loss and lowering blood pressure**. Typically, users who lose 22 lb or more over the period of a year also lower their systolic and diastolic pressure by 3 mmHg.

Average blood pressure evolution according to corresponding average weight evolution in mmHg, over a 12-month period



Sample of users 20 to 79 years old, having used both the scale and the BP monitor in the 12-month period May 13 to April 14. Weight and blood pressure evolution computed as the difference between 12th and 1st month averages. No information about the consumption of hypertension drugs by the users. $p < 0.001$.

The impact of home blood pressure monitor tracking has been highlighted in a study published in May 2013 in the *Journal of Diabetes Science and Technology*⁵ by the Center for Connected Health. It concluded that **wireless blood pressure monitoring has a positive impact on users' adherence, on clinical results, and on the operational efficiency of telemedicine**. The connected blood pressure monitoring program resulted in the participants' systolic pressure dropping by an average of 6 mmHg and diastolic pressure by 2 mmHg. According to the study, **a decrease of 5mmHg reduces the heart attack mortality rate by 14% and the heart disease mortality rate by 9%**.

5. *The Impact of Using Mobile-Enabled Devices on Patient Engagement*. Stephen Agboola, Rob Havasy, Khinlei Myint-U, Joseph Kvedar, Kamal Jethwani. 3, 2013, Journal of Diabetes Science and Technology, Vol. 7.



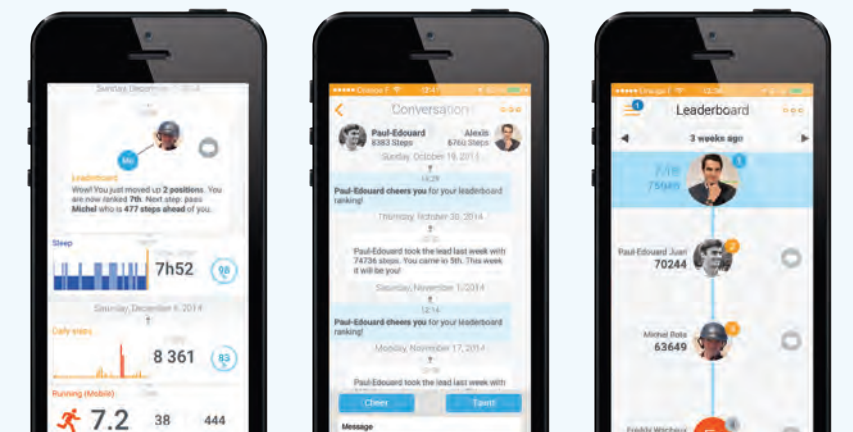
Sustaining good practice through communities

Peer pressure works

From sports teams to Alcoholic Anonymous gatherings, behavioral scientists have long noticed that communities play a decisive role in helping sustain healthy habits. You can go a much longer way in sustaining good health practices with group support or healthy competition. For health prevention, tracking steps on its own is not always sufficient. With this in mind, Withings introduced functionalities that make it fun to share and compare performance with friends/peers/colleagues.

Manage your community with Health Mate Application

3 examples of Health Mate application screens



Excel yourselves together! The Health Mate app offers a fun program – with Activity Badges, a Leaderboard, Smart Reminders and Healthy Insights – that has proven its ability to get everybody going.

Excel yourselves together



Alan takes the 3rd place with 63400 steps this week

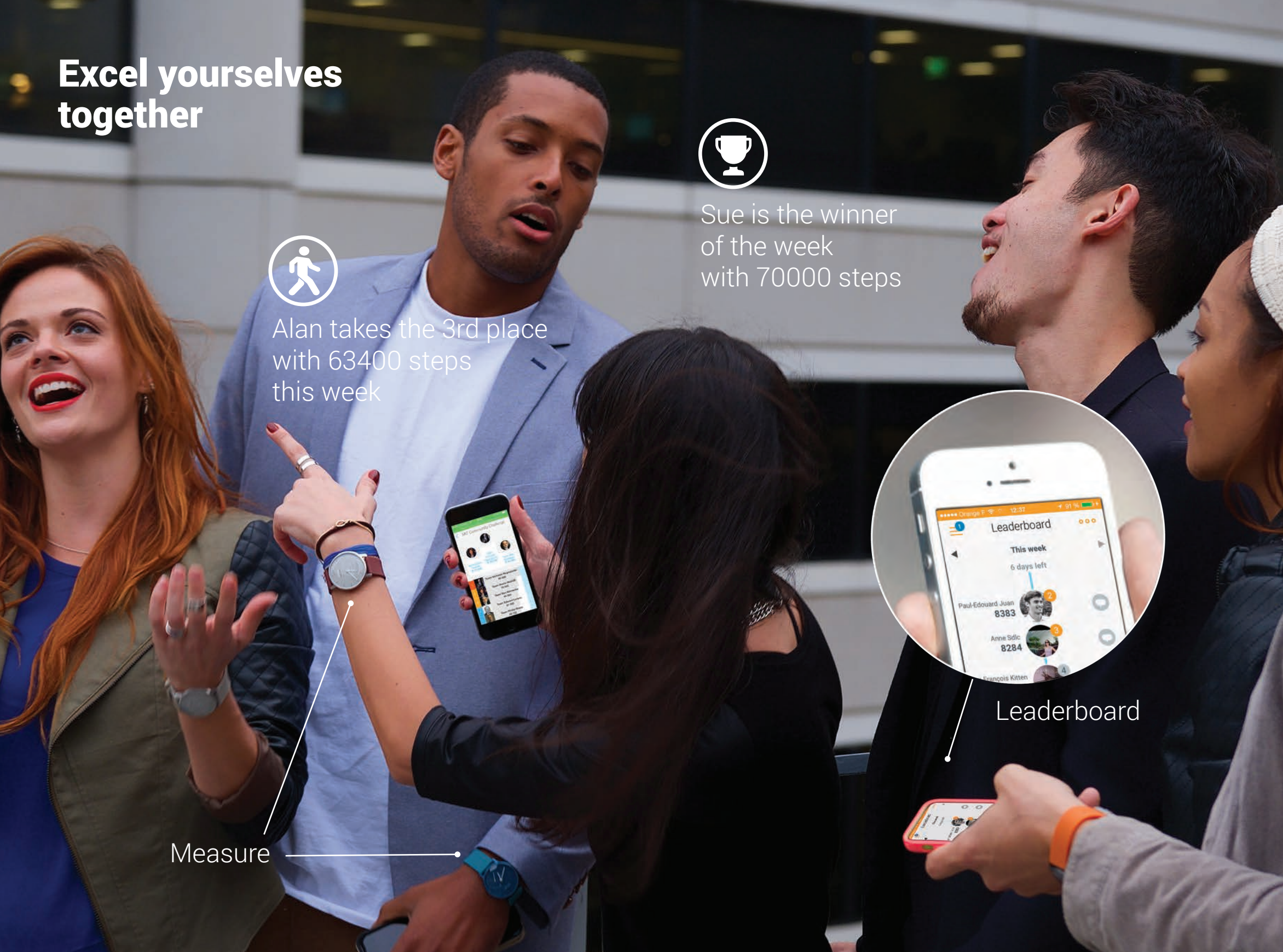


Sue is the winner of the week with 70000 steps



Leaderboard

Measure





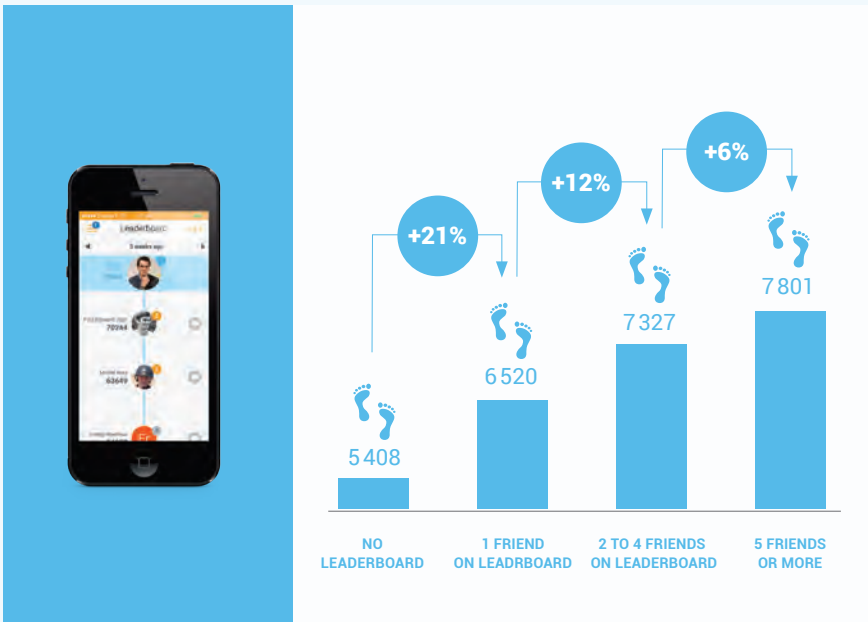
*Having one friend
on your leaderboard
makes you walk an extra
1000 steps a day.*

Walking the extra mile with your team

Statistics based on 100,000 random users show that the more users had friends on their leaderboard, the more they tended to walk.

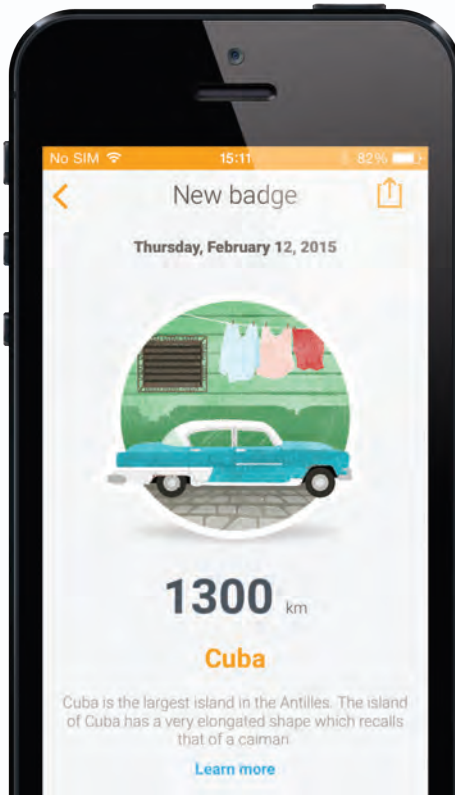
In short, having one friend can make someone walk an extra 1,000 steps a day for sustained periods. Having 2 friends or more can help someone walk 2,000 extra steps a day.

Average number of daily steps according to number of leaderboard friends



The impact of these 2,000 extra steps on health can be huge. A study published in 2007 in *JAMA* on the impact of pedometers ⁶ showed that **people who walk an average of 2,000 additional steps a day recorded a drop in their blood pressure of 3.8 mmHg over a period of 18 weeks.** This reduces significantly the likeliness of a cardiovascular accident.

6. *Using Pedometers to Increase Physical Activity and Improve Health – A Systematic Review.* Bravata DM, Smith-Spangler C, Sundaram V, Gienger AL, Lin N, Lewis R, Stave C, Oiklin I, Sirard JR. 19, 2007, *JAMA*, Vol. 298, pp. 2296-2304.



9500_m
Boeing 707

The 707 is a four-engine plane developed in the fifties by Boeing. It was the first commercial jet to be mass produced and inaugurated the Seattle aircraft manufacturer's 7x7 series.



720_{km}
Lake Baikal

Lake Baikal is the world's largest reserve of liquid freshwater (approximately 23,500km³). Located in southern Siberia in the east of Russia, it is sometimes called the "Pearl of Siberia".



800_{km}
Costa Rica

Costa Rica is a republic in Central America. Most of its territory is located on the Central American isthmus, which is surrounded by the Caribbean Sea and the Pacific Ocean.

PART II

**Changing
the Game
in Corporate
Wellness**

From Quantified-Self to Corporate Wellness

Acknowledging the power of communities is a key step in beginning to think about how technology can help improve the health of organizations, if not society. Not everyone is lucky enough to belong to the right community, own the right devices, and benefit from a support group. Healthcare organizers and corporations must play a role to mitigate the unhealthy habits of their employees. **With the right incentives, individuals can be nudged into joining healthy communities. With the right tools, communities can achieve great things. This is precisely what Withings Corporate Wellness 360° offers: to bring the most engaging devices to corporate wellness.**

Track



Easy monitoring, measurable goals

- **Tracking:** activity, weight, sleep, nutrition, blood pressure and heart rate.
- **Goals:** personalized objectives and progress monitoring.

Inspire



Personal and community coaching

- **Tailored Coaching** to shape personalized healthy habits.
- **Health Challenges:** fun games and friendly competitions amongst employees.
- **Social Network** to offer support and spread healthy behaviors.
- **Educational programs** to adopt a healthier lifestyle.
- **Smart reminders** to reinforce healthy habits.

Reward



Promoting healthy behavioral change

- **Incentive Management:** participation-based and outcomes-based programs.
- **Charity donation:** based on individual and collective health progress.
- **Gamified rewards:** badges, notification to encourage progress and promotion of high achievers.

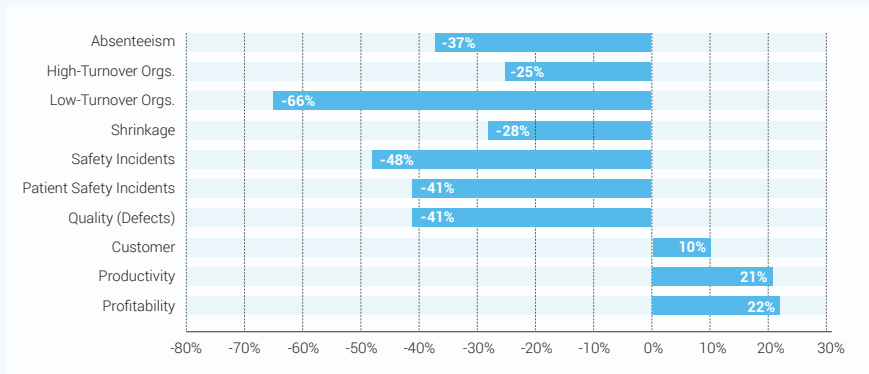


A more effective way to boost employee engagement

According to the 2014 *State of the American Workplace Gallup Report*, the top 25% best managed teams have nearly 50% fewer accidents and have 41% fewer quality defects than the 25% worst managed teams.

Healthcare costs are increased by poor management and lack of employee engagement. As the report suggests, driving up engagement proves more beneficial than any other strategy. Employee engagement, described as the emotional commitment to “go the extra mile” for the company, is clearly linked to key performance indicators such as turnover, absenteeism, and safety.

Engagement's effect on key performance indicators



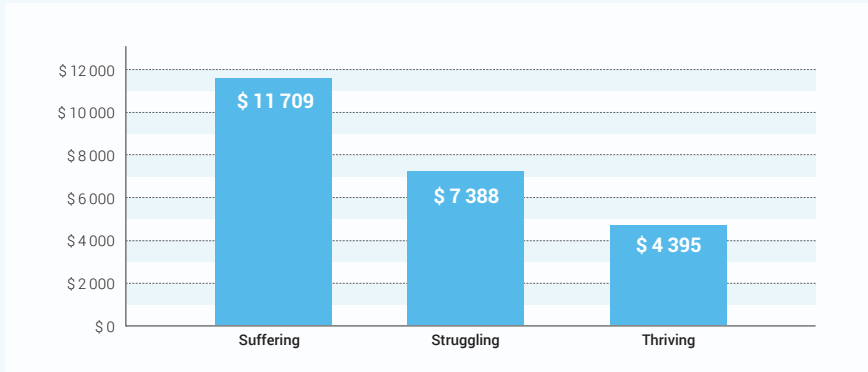
Source: State of the American Workplace, 2014 Gallup Report

High engagement is typically correlated with lower incidences of chronic health problems. In other words, poor health is both a cause and a consequence of low engagement. The financial impact can be huge. According to an earlier Gallup report ⁷, **overweight or obese full-time workers in the U.S. with chronic health conditions miss an estimated 450 million additional days of work each year compared with healthy workers.** That brings with it an estimated cost of more than \$153 billion in lost productivity.

7. Gallup-Healthways Well-Being.

The combination of measurable health outcomes and financial payback has convinced most large corporations to invest in extensive wellness programs that raise awareness through self-health assessments and offer coaching to stay in shape.

Annual health-related costs to employer, by wellbeing category



Source: State of the American Workforce 2013, Gallup

An Aon Hewitt survey ⁸ found that 86% of workers who participated in Corporate Wellness programs with healthy habit coaching took remedial action. A majority of employers who offered incentives said this led to improved healthcare outcomes in their company, increased engagement, and better employee morale.

⁸. Aon Hewitt Survey: "The consumer Health Mindset Report" by The Futures Company with Aon Hewitt and the National Business Group on Health.

Whatever makes you tick

With the tracking
dial at hand
you know where
you stand
throughout the day,
and decide
what your next
move should be



Beyond your old-school wellness programs, the rise of Connected Wellness

Traditional wellness programs prove beneficial only if they appeal to the workforce population. This means **wellness programs must adapt to the changing technological landscape.**

Traditional Internet-platforms based on health assessments, coupled with educational content, tips and eventually online videos, fail to create the sort of engagement that mobile technology can achieve. While comprehensive in their nature, they end up being abandoned for a simple reason: **people are not active when watching a desktop computer. People need to be using their smartphone to monitor their health.**

Connected health devices that synchronize to a smart phone have dramatically raised expectations with regards to wellness programs. Activity trackers can create more opportunities to coach oneself. A smart device, like the Withings Activity Pop, can be worn anytime, anyplace, allowing people to track their steps, runs, elevation, swim and sleep seamlessly.

Raising activity levels can have a huge impact on corporate health. A study from the department of Biomedical Sciences of the University of Prince Edward Island found that the use of a pedometer in 106 sedentary workers *"increased physical activity in a sedentary population. Importantly, those with a higher BMI at "baseline achieved relatively similar increases in their physical activity as participants with a lower BMI"*⁹.

9. Health benefits of a pedometer-based physical activity intervention in sedentary workers. Prev Med. 2004 Dec;39(6):1215-22. Chan CB1, Ryan DA, Tudor-Locke C



"The Wear it Your Way Tracker"

People can't be more active watching a desktop computer.



"The Most Wearable Wearable"

**Manage
your community**



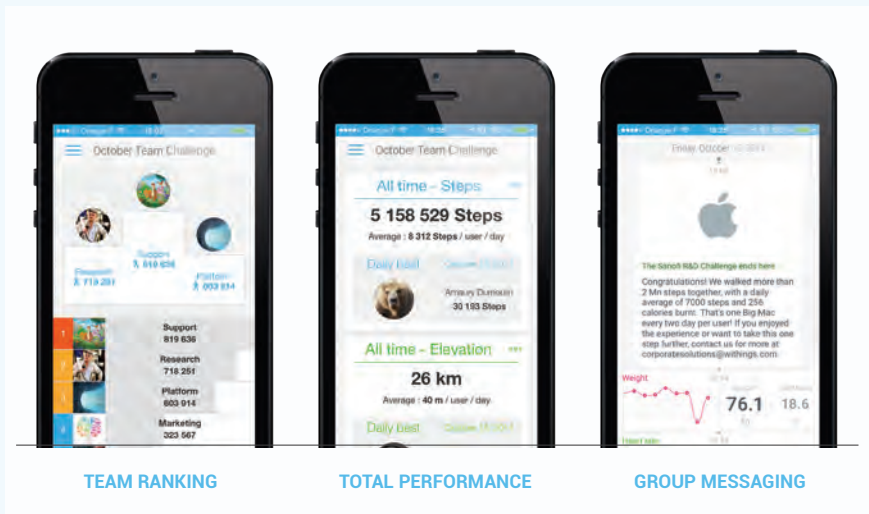
Engaging employees through challenges

Smart trackers alone do not make a corporate wellness program. Employers still need a comprehensive approach to wellness. They need to be able to understand needs at a company level, identify priorities, and conduct targeted actions where well-being most needs investments. Most companies that offer smart devices only see the end-customer need, but fail to address the full spectrum of HR needs.

Withings wants to bring together the best of both worlds: offering the best smart devices, the most engaging smartphone features, while making sure wellness managers can actually manage employee wellness.

Manage your community with Health Mate Application

3 example of Health Mate Application screens



Corporate Wellness starts with offering fun engaging programs into which employees will easily enroll. Withings challenges can be individual or team-based. Typically, employees are divided into teams, and teams are ranked based on the total number of steps of their members. These challenges are a great and efficient way to get people involved in a health promotion program. Because they are mobile-based, they typically generate more engagement than old-school internet platforms.

Companies can choose from an extensive set of scenarios to “gamify” physical activity and drive engagement. Typically, companies organize “charity challenges” where donations are made based on the number of steps employees walk collectively.

Another option is the virtual journey, for instance along the Appalachian Trail. Each time participants reach a milestone, they receive information on their smartphone about the location, coupled with healthy local tips.

Challenge results can be displayed live on TVs in company's buildings to further increase awareness about the program. Steps data are synchronized in real time and participants can see scoring evolve live on-screen.

Wellness Managers need to have simple tools to manage their community. Sending a notification through an app is one of the most powerful tools they can use to pick up user interest in a program. This offers a rare opportunity to create incentives, launch new challenges and drive engagement.

Wellness Program Functionalities

Engagement	Social	Community, newsfeed, ability to send messages, follow co-workers, friends...
	Gamification	Techniques such as point, levels
Challenges	Team Challenges	Leaderboard or competition between teams
	Individual Challenges	Individual leaderboard or competition
Coaching	Individual Programs	Goals, personal challenge that the user can choose to do but without competition or ranking with others
	Personalized to the user	Individual programs pushed to a specific person regarding his profile
	Human Coaching	Service offers the possibility to interact with a human coach (optional)
Education	Educational content	Videos, "how-to", tips, advice, newsletters...
Rewards	Financial incentives	Possibility to introduce gift cards, donation to charity, products in partnership with benefits & rewards managers
Integration	Hub	Service can integrate with other services either of the company or of other companies
Health Assessment	Health Risk Assessment	Questionnaire on lifestyle or health history
	Biometrics	In some cases, biometrics screening solution

Innovative programs for major references

Withings is proud to boast a prestigious set of references from Healthcare to IT, where programs were rolled out and their efficiency measured. Global players include world-class universities such as the MIT, technology leaders such as SAP, energy companies or global pharmaceutical leaders, including Novartis, Sanofi or Roche. Leveraging on its reputation for

excellence in manufacturing devices, Withings was quick to convince that it could also roll-out sophisticated wellness challenges involving many people across teams and geographies.

Withings was lucky enough to organize one of its very first program with the Massachusetts Institute in Technology, close to the Withings' Cambridge office location. This live experiment allowed Withings to deploy and test its team program in real-time.



“ As technology is such an important part of our lives, we turned to wearables as a way to help our MIT members track their health. The logistics, recruitment and deployment of the challenge were seamless and Withings was very responsive to our needs. We had students, faculty, and staff all competing in the same challenge, and everyone had a blast! ”

Thomas
Wellness Senior Program Manager, MIT



“ Using the Withings Pulse we deployed a motivation program – both individual and team – that combines all of these dimensions. Each person’s steps fuel the score of his “roped party” in order to script a collective performance. ”

Vincent
Wellness director, NOVARTIS

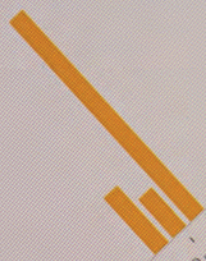


An ecosystem of metrics to address cardiovascular risks

While steps challenges remain the HR manager's preference, Withings can leverage the full extent of its connected health device ecosystem. As such, weight challenges are a rising trend in the United-States where obesity has reach an alarming 35% of the adult population. 360° e-health program derive smart coaching from the full range of Withings devices, aggregating data from trackers, scales and blood pressure into an overarching Withings Health Score designed with doctors.



Tuesday February 25th 2014



04:00 08:00 16:00

STEPS
7 152
total



Measuring Corporate Outcomes

Wellness managers need data

A recent survey of almost 800 large and mid-size employers in the US ¹⁰, representing more than 7 million employees, found that a majority offer incentives to employees for agreeing to take health risk assessments, biometrics screenings, or similar health-related programs. Within that group, 79 percent incentivize employees via rewards to encourage participation. This means **Wellness Managers must find detailed metrics to adopt a data-driven approach to corporate health management.**

Employers cannot just be expected to believe in the usefulness of corporate wellness programs based on evidence provided on other companies. They need to measure results internally and see if the program responds to core objectives:

- Engage and involve employees in corporate initiative
- Raise the level of awareness on self-health management and healthy habits
- Measure the impact of the program on health outcomes and healthcare costs

This is why the Withings solution offers enhanced reporting functionalities through, its dedicated HR dashboard. This dashboard makes data analytics accessible to non IT experts, allowing wellness managers to see program participation rates. **More fundamentally, they can visualize aggregated health metrics that actually lets them assess their company health.**

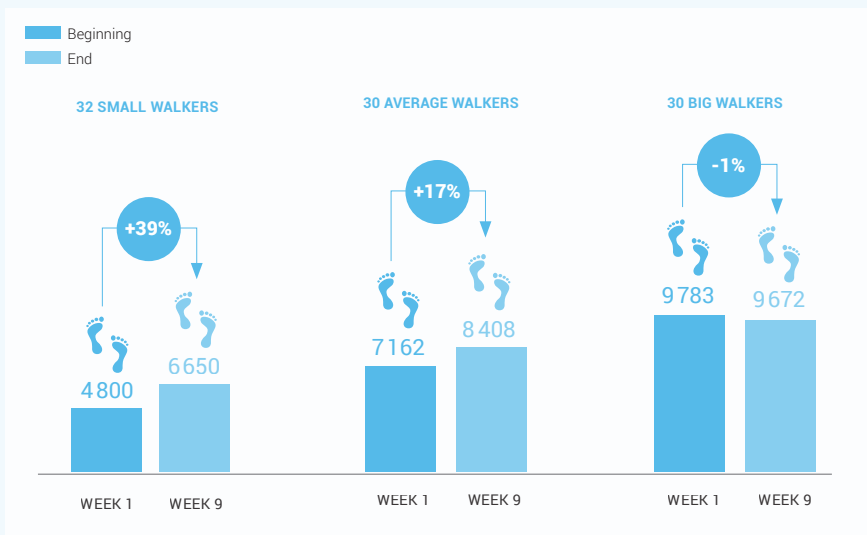
10. Aon Hewitt survey: “The consumer Health Mindset Report” by The Futures Company with Aon Hewitt and the National Business Group on Health.
http://www.aon.com/attachments/human-capital-consulting/2013_Consumer_Health_Mindset_Survey_Final_1-2-13.pdf

Company health reporting lets wellness managers understand where they must focus their action to actually improve health outcomes. In full respect of user privacy, Withings' anonymized reporting solution lets manager see the proportion and breakdown of employees at risk based on age, gender and locality. Most of the metrics identified do not even need questionnaires that employees are usually reluctant to fill. This data inputted automatically through the smart devices.

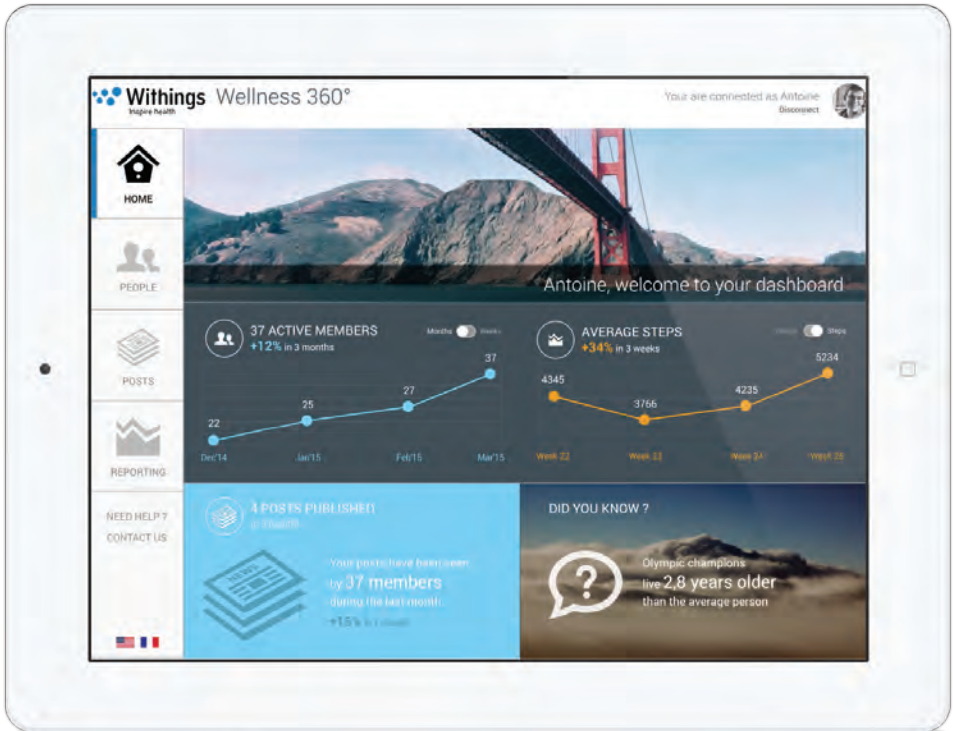
Typically, the average number of steps in a company tends to increase over time. In one IT company, the results of the wellness challenge were analyzed along an original method. Instead of just measuring global average daily step count increase, wellness management wanted to know on whom the program had the most effect. Overall daily step counts increased by around 25% over a 9 week period. But when employees were classified between small, average or big walkers, it appeared that "big walkers" typically rested on their laurels. **The group of employees that initially walked the least were actually those who ended up changing the most their habits, with a 40% daily step increase!**

Evolution of Average Number of Steps During the Challenge

In average number of daily steps



This is good news for wellness managers. It provides a clear response to a common objection, that prevention only works on those that are already convinced. In fact, **smart incentives work best on those that need the most help.** When data starts showing that the most sedentary workers are those most incentivized to walk more if challenged, it means that smart devices provide a tool for motivating those that previously could not be motivated.



Your Wellness Dashboard

Wellness Managers must adopt a data-driven approach to corporate wellness.



Your Wellness Dashboard

Smart incentives work best on those that need the most help.

From steps to health tracking

Getting people engaged about their health is not easy and Withings has found it works best when it starts with a game. The initial engagement can lead to more serious health assessments.

The usefulness of **Health Risk Assessment (HRA) at a corporate level is now fully recognized, yet user experience and buy-in is essential.** A recent literature review on the use of workplace-based HRAs, conducted by D. Anderson and M. Stauffer in 1996 ¹¹, found *“suggestive evidence for the effectiveness of HRA when it is used in a comprehensive worksite health promotion program.”* **With the Withings corporate solution, steps and weight data generate automated reporting, but HRA results can also be analyzed to derive deeper health insights. These insights are fundamental in helping wellness measure risks and prioritize interventions at company level.**

This was the case before smart devices; it has become easier to deploy with them.

11. Anderson, D & Stauffer, M. (1996). The Impact of Worksite-based Health Risk Appraisal on Health-related Outcomes: A Review of the Literature. *American Journal of Health Promotion*, 10(6), 499–508. (<http://www.ncbi.nlm.nih.gov/pubmed/10163313>)

Conclusion



To conclude

Smart devices have changed the game in corporate wellness. They not only offer a solution that actually drives employee engagement and creates healthy incentives, but they also have allowed wellness managers to leverage the power of data to improve health outcomes and generate extraordinary savings for corporations.

This is changing healthcare as a whole. With smart devices, individuals are reinventing a whole new relationship with their health. The easy connectivity that devices provide lets people be informed and treated sooner. Data can be shared for fun in steps challenges. It can be shared for managing chronic conditions with a doctor. In this new paradigm, healthcare no longer refers to a how a doctor reacts to a patient's disease. This is a time for self-conscious users who empower themselves to engage in smart prevention. Corporations must embrace that change.

For wellness managers, embracing change means getting the best devices, rolling-out simple wellness programs that employees want to engage in, and measuring impact. **At Withings, we know that we can only have an impact when things are simple, well-designed, and fun. This is what Corporate Wellness 360° is all about.**

