

Engaging Employees with Wearable Fitness Devices

With 68 million wearable fitness devices expected to sell this year¹, research shows that this market will continue to grow, and by **2018 more than 250 million wearable devices will be in use.**²

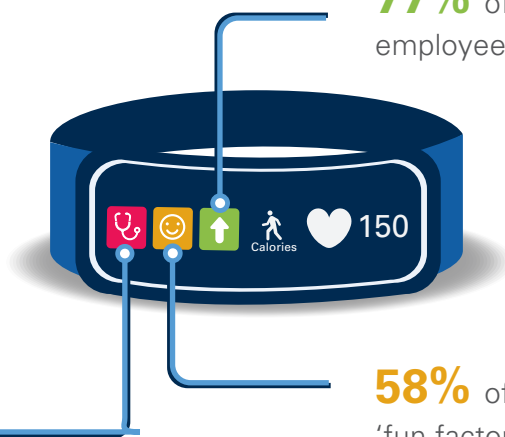
Many employers are also starting to incorporate wearable fitness devices in their wellness programs to engage employees in workplace well-being and to help them meet their individual goals while also moving the larger organization toward its corporate health goals.



“Wearables are becoming an important part of worksite wellness programs. They help raise awareness about healthy behaviors and keep members interested and engaged in programs. Fitness devices also encourage employees to make physical activity part of their daily routine, while leveraging both a social component and friendly competition,” says Swapna Mehta, wellness program manager, ActiveHealth Management.

Whether you are interested in starting a wellness challenge or you just want to add a “fun factor” to your wellness program, you can be sure that your employees will have a seamless experience when connecting their device or app to the MyActiveHealthSM engagement platform.

95% of employers said they would continue offering fitness trackers as part of their wellness program due to high employee satisfaction with devices.³



77% of employers want to increase employee engagement with their health.³

58% of employers want to add a ‘fun factor’ to their wellness program.³

A few of the devices and apps that can be integrated with the platform are listed below. More information on these devices can be found on the back.

Fitbit Charge HR™

Garmin Forerunner 920XT

Jawbone Up24

Misfit Shine

MapMyFitness

With so many devices to choose from, it can be difficult to select a device that will appeal to everyone.

To help, we put together a list of the five most popular devices and their unique benefits and features for consumers so that whatever your employees' health goals are, their wearables are supporting a positive experience.

1 Fitbit Charge HR™

The continuous heart rate and activity tracking Fitbit Charge HR™ can monitor all-day movements and sleep patterns. The digital LED screen on the device's wristband displays real-time stats as well as incoming phone calls. The Fitbit Charge HR™ also has a stopwatch feature for timing runs and other workouts. Stats can be synced automatically to iOS, Android and Windows Phone smartphones.

2 Garmin Forerunner 920XT

The Garmin Forerunner 920XT is a GPS-enabled, multisport watch that tracks heart rate, steps, sleep and calories burned all day. With its high-resolution color display and running dynamics features, individuals can train like an elite athlete. Users can plan, save and share their fitness journey with others through Garmin's free online community. Data can be synced to Garmin Connect via Bluetooth, Wi-Fi or a USB connection.

3 Jawbone Up24

The stylish and easy-to-use Jawbone Up24 tracks calories, steps and sleep. It's a water-resistant, bracelet-style device comfortable enough to wear all day long. Using Bluetooth syncing technology, real-time data can be viewed on the Jawbone Up mobile app on an iOS or Android smartphone. The mobile app also features recipes for healthy dishes, drinks and snacks from an extensive database. Bar codes on packaged foods can also be scanned to quickly see nutrition facts.

4 Misfit Shine

The futuristic-looking Misfit Shine tracks running, walking, swimming (waterproof to 50 meters depth), calories burned and sleep patterns. It is compatible with a variety of wearable accessories and can be worn anywhere on the body. This device automatically syncs wirelessly to a host of fitness apps and is compatible with iOS and Android devices. The Misfit app also turns fitness data into easy-to-read charts to help individuals reach their health goals.

5 MapMyFitness

The MapMyFitness app can track workouts on any device anytime and anywhere. All workouts can be exciting with more than 70 million routes to choose! This app keeps track of eating habits and provides a full view of the fitness journey. Workouts and accomplishments can be shared with friends through social media for some extra encouragement.

Interested in learning how ActiveHealth® integrates wellness wearables, health apps and devices into our consumer engagement solutions to create deeper and more meaningful engagement?

Contact us at info@activehealth.net.