



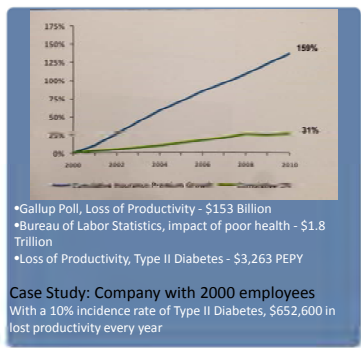
Reimagining Healthcare



Do You Feel Engaged?



Employers Health Care Spend



Employers are paying **37%** of the total health care costs.

Ending the War on Drugs

In 2001 Portugal became the first European country to officially abolish criminal penalties for personal possession of drugs, including marijuana, cocaine, heroin and methamphetamines.

- Treated as a health problem
- Ministry of Health vs. Justice
- Therapy replaced jail time

- Lowest rate of lifetime marijuana use in people over 15, 10%
- 17% decrease in new HIV infections in drug users
- Property theft decreased 50%
- Death related to heroin and similar drugs cut in half

"Over \$1 trillion spent and all we have is increased drug use, overflowing jails, billions of dollars of taxpayers' money wasted, and thriving crime syndicates."

Failure to Adapt?



The Wellness Trust

- Rating "WELL"
- Health Assessment
 - Biometrics
 - Health Coaching
 - Activity Device
 - Incentive



"Proved Awareness"

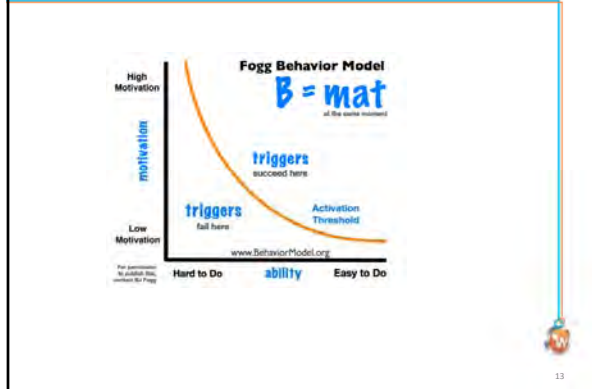
Leap Frog



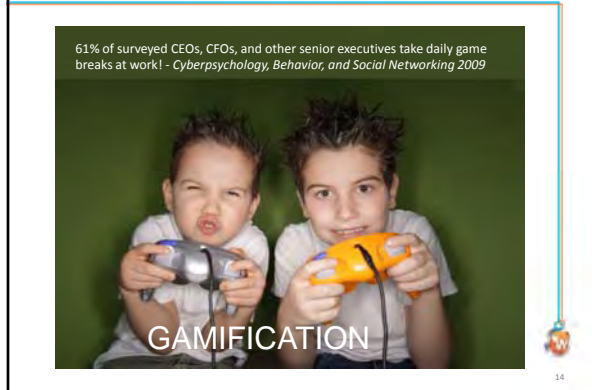
What Would Dee Do?



BJ Fogg



Cutting Edge Social Concepts



Gamification

- 4 Defining Traits
 - Goal - sense of purpose
 - Rules - guidelines on achieving the goal
 - Feedback System - tells players how close they are to achieving goal
 - Voluntary Participation - players knowingly & willingly accept the goal, rules & feedback
- Enticement & Motivation
 - interactivity can make play more pleasurable
 - graphics increase ability to pay sustained attention
 - achievements & levels multiply the opportunities for experiencing success

Personalized Brand

4 WAYS TO BE FIT

LEVELS OF AWESOMENESS

- WHITE BELT = 3K PTS**
 - 1000 Steps in 30 Days (30K Steps)
 - 1000 Steps in 30 Days (30K Steps)
- GREEN BELT = 6K PTS**
 - 2000 Steps in 30 Days (60K Steps)
 - 2000 Steps in 30 Days (60K Steps)
- ORANGE BELT = 9K PTS**
 - 3000 Steps in 30 Days (90K Steps)
 - 3000 Steps in 30 Days (90K Steps)
- BLACK BELT = 12K PTS**
 - 4000 Steps in 30 Days (120K Steps)
 - 4000 Steps in 30 Days (120K Steps)

Personalized Brand

TAKE CHARGE OF YOUR HEALTH

GEAR UP TO GET FIT

LEVEL 1: INVOLVED
 Steps for month: 1,000 points
 Reward: 1000 Steps in 30 Days

LEVEL 2: BALANCED
 Steps for month: 2,000 points
 Reward: 2000 Steps in 30 Days

LEVEL 3: ENRICHED
 Steps for month: 3,000 points
 Reward: 3000 Steps in 30 Days

COMPASS REWARDS

- MASTER**
 - 1000 Steps in 30 Days (30K Steps)
- PRO**
 - 2000 Steps in 30 Days (60K Steps)
- SEMI-PRO**
 - 3000 Steps in 30 Days (90K Steps)

Carry it Through

Reading Green

INDY 20K

Give Back

VULCAN FOOD FIGHTERS

EXTREME PLANK CIRCUIT

Build Muscle

Proof is in the Pudding

3 Yr Cohort	% Sick Leave	% Medical	% Comp
Annual Exam	-7%	-4%	-1%
Biometrics	-2%	-7%	N/C
Flu Shot	+3%	+4%	N/C
Chiropractic >10	-7%	-10%	-12%

Adjusted for Trend

An aggregate **22%** decrease in **Flu Shots** resulted in a **9%** decrease of sick leave

