



incentaHEALTH

Product Tour

We Make HEALTH Rewarding



The incentaHEALTH program is built with a foundation of behavior change science and research on both extrinsic and intrinsic incentives. Evidence that built the program stems from many researchers and experts in the field, including James Prochaska and Paul Estabrooks. The technology-based program provides members with daily coaching on healthy eating and active living. Messages are tailored for each member, providing them with tips specific to their barriers, reminders of their motivations, and a workout program at their level. Each of our program features addresses the following as a strategy for behavior change:

1 | Stages of Change

This theory, on a macro level, helps incentaHEALTH understand and target members. The program is designed to leverage various behavior change principles relevant to the stage of change for each member. The following graph shows the “readiness” scale for behavior change that all members can be categorized. It varies from pre-contemplation, a stage of “ignorance is bliss,” to maintenance, a stage of sustained behavior change.



2 | Motivational Interviewing

This macro level technique to support behavior change is expressed through the following areas of coaching:

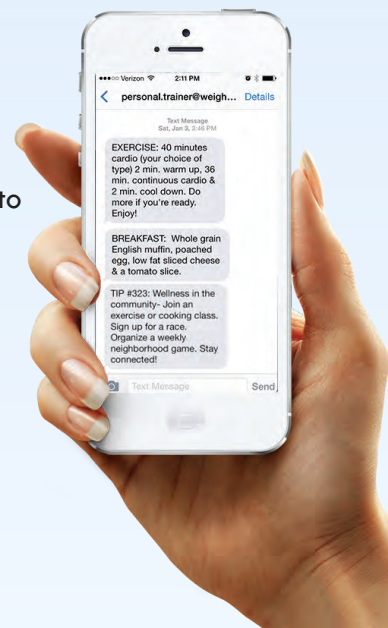
- Coaching episodes with program members by phone, email and online tools attempt to:
 - Express empathy
 - Resolve ambivalence
 - Avoid argumentation
 - Roll with resistance
 - Support self-efficacy

- During enrollment, each participant identifies their own barriers and motivators. This information is used in subsequent coaching episodes.

3 | Knowledge & Skill Building

Techniques used at member and partner level to encourage change and adaptation to the program. All elements are personalized for member when applicable.

- Kickoffs
- Videos
- Daily Coaching (Email, SMS)
- Tailored coping strategies each week tied to member’s unique barriers
- Incorporate member’s unique motivators each week
- S.M.A.R.T. goal setting



4 | Positive Imaging & Feedback

Technique used to motivate the member via visual progress and supportive tools to help engagement of self-evaluation to promote intrinsic motivation.

- Visual progress report
- Daily coaching
- Self-reevaluation (60 second journal)



5. Environmental Control

A technique used for establishing the foundation for healthy habits by creating tools for members to use to help control their surroundings and set them up for success.

- Daily coaching
- 60 second journal
- Health Quizzes

6 | Social Contracting & Helping Relationships

Social accountability has proven to be a very effective tool in terms of successful weight loss. incentaHEALTH has addressed this through the following:

- Team Challenge
- Challenge-a-Friend
- Refer a friend/family
- Brag to Facebook



7 | Reinforcement

In order to promote behavior change, but also validate successes via automated kiosk weigh-ins, incentaHEALTH uses an incentive program.

Incentives

- BMI change incentives
- HEALTHpoints incentives
- Team Challenge incentives

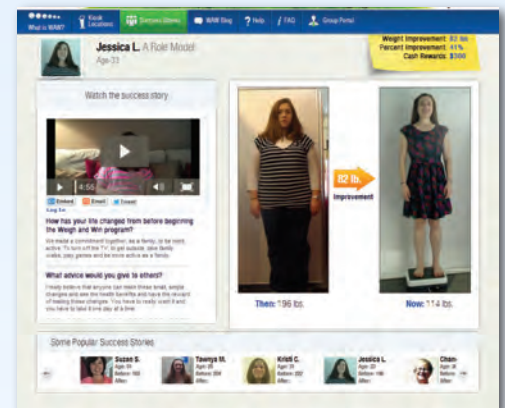
Loss Aversion

- Removal of incentives for non-compliance

8 | Modeling

incentaHEALTH showcases successful members who are leading a healthy lifestyle, and empowers the member to vocalize their own journey. Members are able to share photos to Facebook, promote their success via success stories, and more:

- Success Stories
- Upload a photo



MEET PEOPLE WHERE THEY ARE

Reaching Four Distinct Audiences



1

CORPORATE



2

COMMUNITY



3

CLINICAL



4

CONSUMER

How We Impact Healthy Change

OUR PLATFORM



ENROLL

Easy enrollment by app, email, text or kiosk.



COACH

Push-based health coaching by app, email or text message on healthy eating and active living.



MEASURE

Validated weight measurements and BMI screenings at HEALTHspot[®] kiosk or at home with the Smart Scale.



REWARD

Outcomes based incentives for weight improvement. Pays for performance, not participation.



Mobile App



HEALTHspot® Kiosk



Progress Tracking



Brag to Facebook



Incentive Engine



Daily Email



Daily SMS



Daily Meal Plans



Custom Exercise Coaching



Live Health Coaches



Activity Tracker Integration



HEALTHpoint Prizes



Barrier Assessment



Motivation Assessment



Health IQ Quizzes



Seasonal Challenges

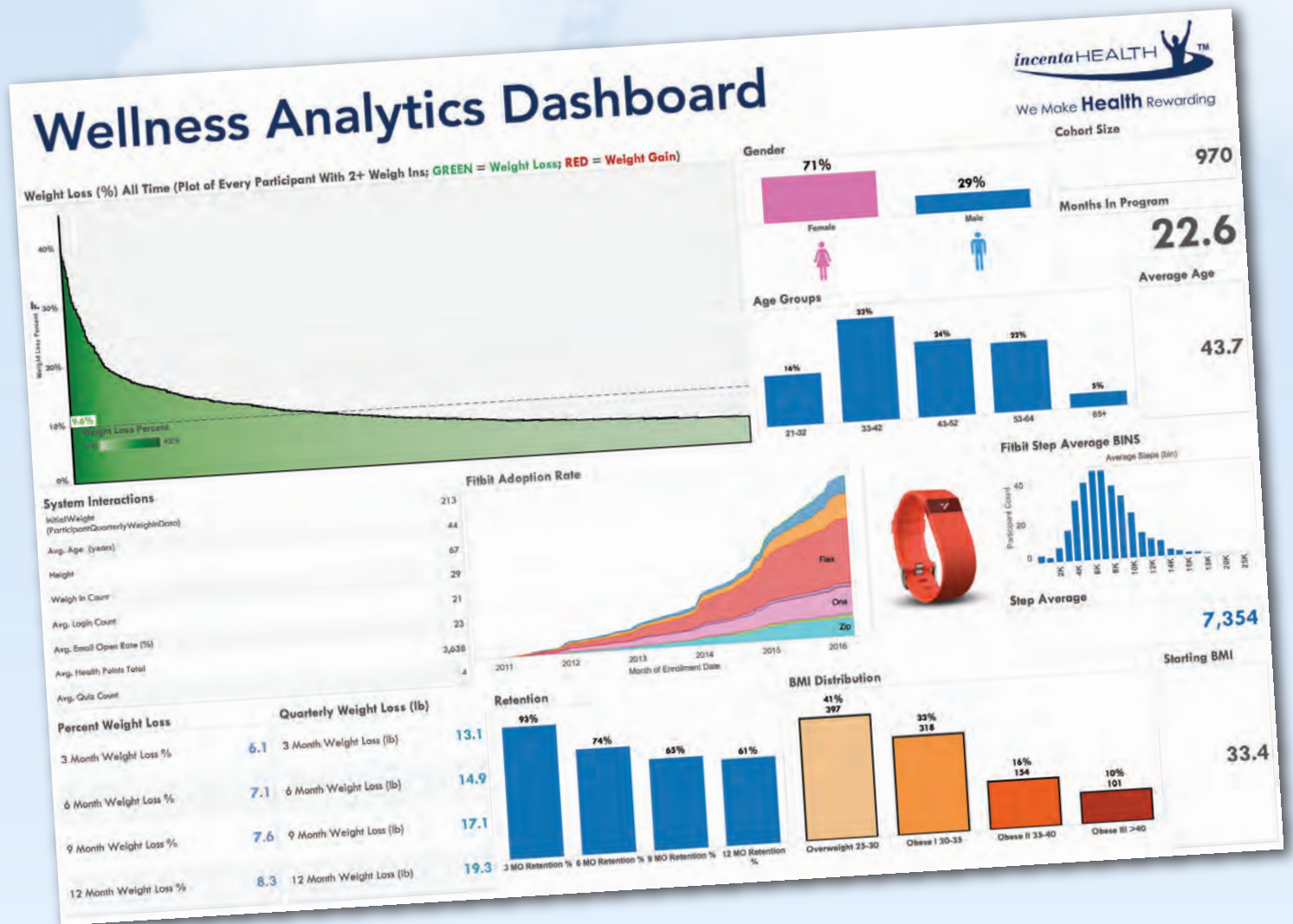


Team Challenges



Challenge-A-Friend

Powerful Analytics



incentaHEALTH provides employers with rich, real-time analytics dashboard tracking engagement rates, biometric outcomes and overall program impact.

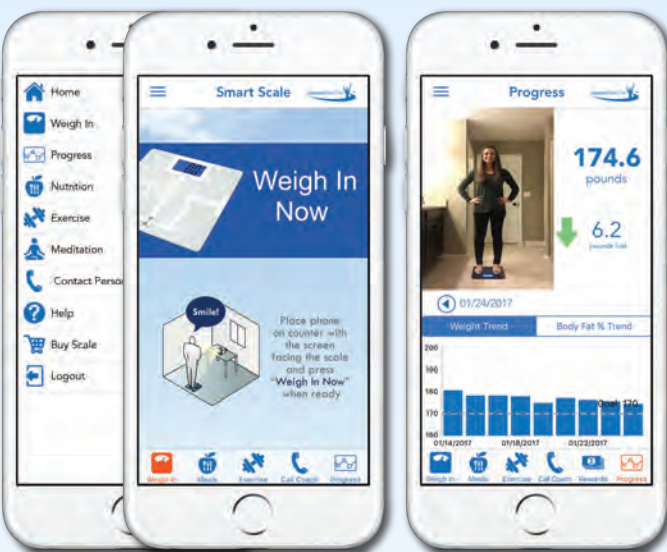


We Make **Health** Rewarding®

Mobile App

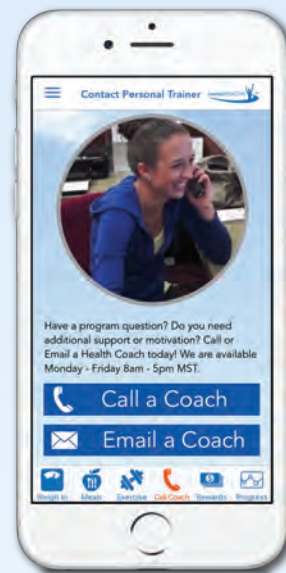
FEATURE SUMMARY

The incentaHEALTH mobile app brings together our suite of products into one easy-to-access smartphone application. It places the tools for healthy change right into the palm of our member's hands. Members have access to their nutrition and exercise plans, can weigh-in and wirelessly sync to the Smart Scale, and can reach out to our Health Coaches for support and motivation in-app.



Key Benefits

- **COACHING:** Daily coaching delivered via app. Member's have access to their daily custom exercise plan with visual demonstrations.
- **NUTRITION:** Access to daily breakfast, lunch and dinner meal ideas, including vegetarian options.
- **HEALTH COACHES:** Live health coach support by phone, email or text.
- **PROGRESS TRACKING:** Pairs with Smart Scale for at-home and remote progress tracking. Members can view visual progress report and before and after photographs and track their progress on the reward pyramid.
- **MOTIVATION:** Daily inspiration with motivational quotes



HEALTHspot[®] Enterprise Scale

FEATURE SUMMARY

Whether you're an employee workplace, a health plan payor/provider, or a retail location, the patented HEALTHspot[®] kiosk (U.S. Patent No. 7541547) allows participants to privately measure their progress in just 60 seconds. The kiosk takes a full length photograph along with the individual's weight and transfers this data to the participant's online profile. The optional blood pressure attachment enhances the screening data with systolic, diastolic, and pulse readings.

Key Benefits

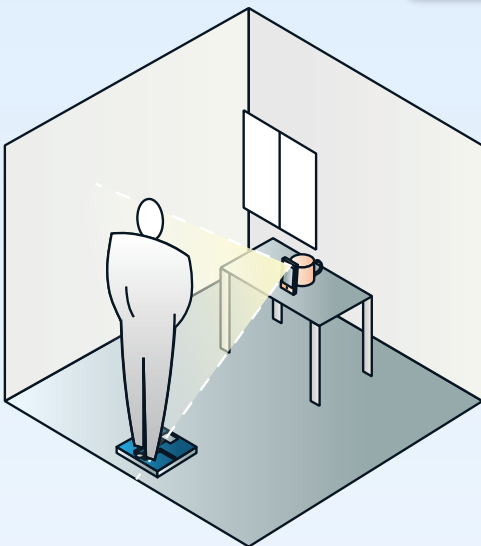
- **VISUAL WEIGH-IN:** Full length photograph documents the member's progress.
- **PRIVATE:** Located in a private yet accessible area. Privacy panels are used for additional privacy.
- **FAST AND EASY:** Once at the kiosk, the entire weigh-in process takes approximately one minute. Just enter your personal username and password and step on the scale.
- **MEDICAL GRADE SCALE:** The high-capacity, medical-grade scale measures the participant's weight and Body Mass Index. This allows for accurate measurements without being dependent on the bias inherent in self-reported data. This scale can measure up to 600 lbs.
- **REAL TIME DATA:** Immediately after a weigh-in is completed, the data is securely transmitted to a participant's online profile (date, weight, photo, BMI and optional Blood Pressure), creating a Visual Progress Report for each participant.
- **ADDITIONAL KIOSK MODELS:** We offer several different kiosk models to fit your individual needs.
 - o **Stationary Kiosk:** Best for public settings, typically used in corporate offices, clinical settings or retail locations.
 - o **Mobile Kiosk:** Best model when kiosk will be moved around and used at multiple locations.



HEALTHspot[®] Home Scale

FEATURE SUMMARY

The incentaHEALTH Smart Scale and Visual Body Analyzer provides another option for members to enjoy the incentaHEALTH program. The wireless scale connects seamlessly with the companion incentaHEALTH app on any smartphone device. The Smart Scale is the perfect option to reach a dispersed population.



Key Benefits

SMART SCALE FEATURES



Smart Scale



Weight & Body Fat



Wireless Syncing



Visual Progress Tracking

KEY BENEFITS:

- Low Cost, \$129.95
- Portable; ideal for home and remote employees
- Wireless transfer of weight and body fat data to incentaHEALTH mobile app
- Patented visual progress tracking

HOW IT WORKS

- Place the scale on a hard surface
- Download the companion app to a smartphone device and login or create an account.
- Place your phone in the provided stand or prop your phone up to take a full-length photograph.
- Stand on the wireless scale and smile!
- See your progress in real-time.

Visual Progress Tracking

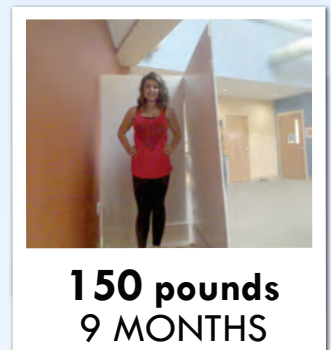
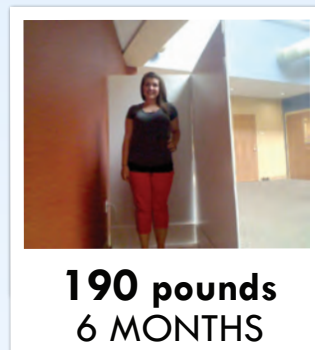
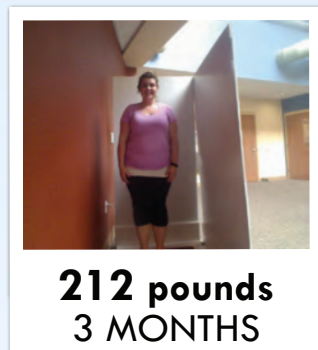
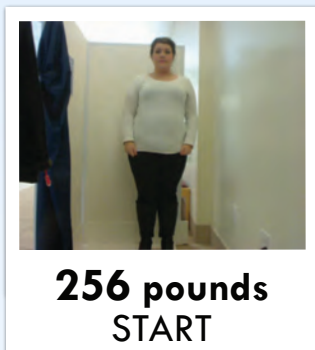
FEATURE SUMMARY

Each photographed weigh-in completed on the HEALTHspot® scale is transferred to the participant's individual online progress report. This is where participants can view their visual progress over time.



Key Benefits

- **VISUAL:** See photographs of each weigh-in and the gradual transformation over time.
- **INTRINSIC MOTIVATION:** Photographed weigh-ins provide positive imaging to help engage self-evaluation and promote intrinsic motivation.
- **WEIGHT, PHOTO AND BLOOD PRESSURE:** Each screening at the HEALTHspot® scale records the participant's photo and weight reading, along with a time and date stamp. The scale can also be configured to record percent body fat and blood pressure (systolic, diastolic and heart rate) at each screening.
- **PRIVATE:** The detailed progress report is only available to the registered participant.



Brag to Facebook

FEATURE SUMMARY

The brag to Facebook features allows the member to shout out their success to all their followers on social media. It creates a buzz around their progress and engages other followers in the program, while creating a social contract with the member's peers to help motivate the individual for continued success.

The image displays the 'Brag to Facebook' interface. At the top, a blue banner reads 'Facebook Options'. Below it, a form titled 'Select your Facebook Posting Options' asks the user to select what they would like to post to their Facebook Wall. The form includes several checkboxes and input fields:

- Comment: A text box containing the text 'I couldn't have lost all this weight without the support of the incentaHEALTH program! I feel great!' and a character count of '58 characters left'.
- Starting Weight: 170 pounds
- Current Weight: 132.4 pounds
- Pounds Lost to Date: 37.6 pounds
- Percentage Weight Loss: 22.12 %
- Health Points: 8
- Weigh-in Location: DENVER RTD Wellness Center
- Current Photo: A small photo of a woman on a scale.

Below the form, a preview of a Facebook post is shown. The post is from 'Jillian Tongate' and includes a photo of her on a scale. The text of the post reads: 'Hey! Check out my amazing success with Weigh and Win! I am earning rewards for eating better and exercising more! Check out my progress with Weigh and Win. I've lost 48 pounds. I've reduced my body weight by 24%.' The post has received several likes and comments from friends.

Key Benefits

- **GENERATES MORE RESULTS:** Users who Brag to Facebook achieve 31% more weight loss after 12 months than the average participant.
- **SOMETHING TO BRAG ABOUT:** Celebrate your health improvement by sharing your visual progress photos.
- **CUSTOMIZATION OPTIONS:** Allows user to share as much or as little of their results as they'd like. Options to 'Brag to Facebook' are added comment, starting weight, current weight, pounds lost to date, percentage weight loss, HEALTHpoints and even current weigh-in photograph.



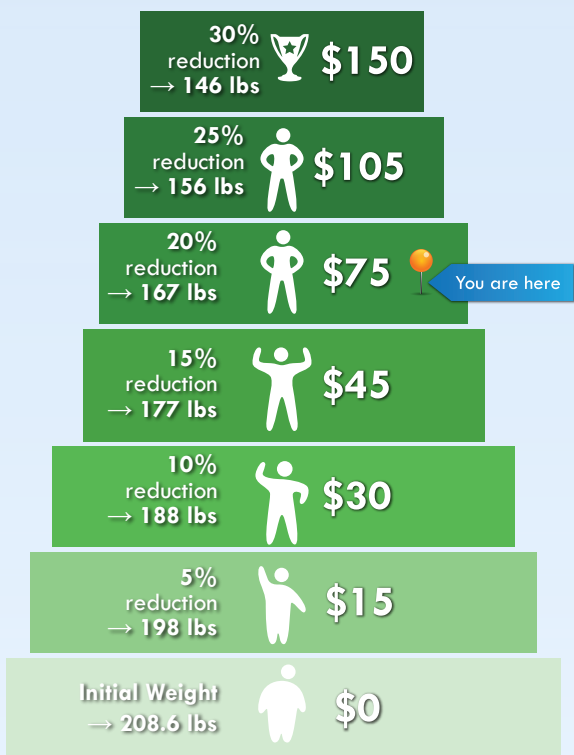
Incentive Engine

FEATURE SUMMARY

Authenticated outcomes measured by the HEALTHspot® kiosk allow participants to earn cash incentives for sustained weight management. These incentives serve as the extra motivation to reach their health goals and return to the HEALTHspot kiosk to track their progress. See below for schedule:

Reward Progress

Healthy Weight Range 125-169 lbs
Your Personal Goal Weight: 135 lbs



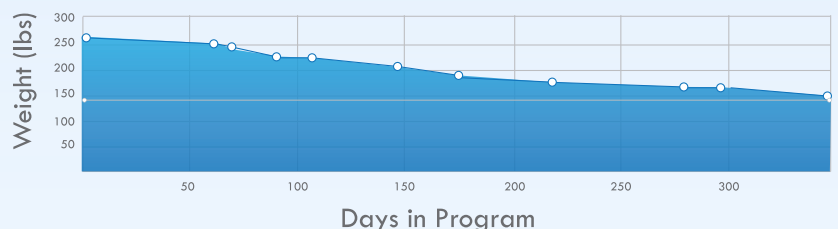
Key Benefits

REWARD SCHEDULE:

- 5% weight loss = \$15 quarterly reward
- 10% weight loss = \$30 quarterly reward
- 15% weight loss = \$45 quarterly reward
- 20% weight loss = \$75 quarterly reward
- 25% weight loss = \$105 quarterly reward
- 30% weight loss = \$150 quarterly reward

• **REINFORCEMENT:** Our platform pays for performance, not participation. The incentives promote healthy behavior change and validate success.

• **EXTRINSIC + INTRINSIC MOTIVATION:** The offer for a reward for healthy change starts out as an extrinsic catalyst to get the member started. The visual progress report helps transition to intrinsic motivation as the member sees their appearance change and feels the results.



Daily Email Coaching

FEATURE SUMMARY

Our daily email coaching platform provides push-based coaching on H.E.A.L (Health Eating and Active Living) covering topics of achieving and maintaining a healthy lifestyle. Our platform brings the coaching directly to each individual's inbox in a 60 second email each morning.

Hi, Jillian!
I crave junk food when I feel stressed out

It's important to feed your body healthy foods when you're stressed, because it will actually help prevent stress in the first place. Sugar only adds to the problem, almost of these foods are quick sugar boost, but, in the end will leave you feeling irritable and anxious. Eating veggies when you're stressed releases serotonin to the brain, which helps you to maintain your sanity and stay calm!

Just like we had you evaluate your home environment, check out the danger spot at work. Who has a candy bowl on their desk? What is available in the vending machine? What are the closest restaurants to your workplace? What kind of foods do have at your desk or in the refrigerator? You can change the things in your control. Don't walk by the candy desk, bring ready to eat fruits and vegetables to work and if you have a fridge, and plan ahead! Bring your meals and snack to work everyday to avoid temptation of fast food meals.

Food for thought: Stressed spelled backwards is desserts. Isn't that ironic!

source: webmd.com

Please click a star to rate this tip: ☆☆☆☆

Jillian says: The weather gets in the way.

Success Strategy # 52
There are a number of affordable options for home exercise equipment. Check the paper or internet for affordable physical activity equipment you can use indoors or get a durable set of resistance bands from a local department store.

A mighty flame follows a tiny spark
- Dante

Exercise

Exercise Name	Sets	Reps	Intensity
1. Leg Extension	2	8	4
2. Dumbbell Bench Press	2	8	4
3. Leg Curl	2	8	4
4. Lat. Pull Down	2	8	4
5. Stair Calf Raise	2	8	4
6. Dumbbell Front Raise	2	8	4
7. Crunch	2	8	4
8. Standing Dumbbell Curl	2	8	4
9. Superman	2	8	4
10. Dumbbell Flyback	2	8	4

Meals

Breakfast: Veggie omelet and toast.
• Scrambled egg whites (2/3 cup) with 1/2 pepper and onion served with whole wheat toast.
(Calories: 95, Fat: 2/3g, Sodium: 3/10mg, Carbs: 8, Protein: 1/1g)

Mid-morning: Raspberries and cottage cheese
• 1/2 cup of cottage cheese and a handful of raspberries
(Calories: 1/3, Fat: 2g, Sodium: 1/5mg, Carbs: 6/5, Protein: 1/1g)

Lunch: Salad Wrap
• 1/4 can of black beans mixed with 1/4 can of corn. Add salsa and lettuce and wrap in a whole wheat tortilla.
(Calories: 347, Fat: 6g, Sodium: 2/28mg, Carbs: 6/5, Protein: 1/1g)

Mid-afternoon: Nuts and fruit
• Handful of almonds and a piece of fruit
(Calories: 247, Fat: 1/5g, Sodium: 2mg, Carbs: 2/6, Protein: 7/9)

Dinner: Salmon with spinach and mushrooms
• Broiled salmon over steamed spinach and mushrooms. Add baked sweet potato and enjoy with a glass of fat free milk.
(Calories: 3/18, Fat: 6g, Sodium: 2/28mg, Carbs: 2/1, Protein: 3/2g)

Evening: Optional
• Optional

Key Benefits

- **PERSONALIZED:** Emails are tailored to each participant based on their uniquely identified barriers, motivators, meal and physical activity preferences.
- **CONTENTS:** Each daily email provides a different health topic to focus on for the day along with tips for overcoming barriers, staying motivated, and a daily meal and physical activity plan.
- **DAILY TIPS:** Every day a new tip is presented with practical advice on how to succeed. Topics include portion distortion, overcoming barriers and grocery store tips.
- **MOTIVATIONAL QUOTES:** Each day's email provides an inspirational or humorous quote.
- **PHYSICAL ACTIVITY GUIDANCE:** Specific to the participant's preference, a daily workout regimen helps keep physical activity goals in the forefront of leading a healthy lifestyle.
- **DAILY MEAL PLAN:** With a database of over 2,000 meal plans designed by Registered Dietitians, creative and simple meals are provided; covering home, workplace, and dining out options for eating healthy.

Text Message Coaching

FEATURE SUMMARY

The optional Daily Text Message Coaching provides a push-based messaging system covering simple and effective reminders for achieving and maintaining a healthy lifestyle.



Key Benefits

- **CUSTOMIZATION:** Option to select which messages (motivation, exercise and nutrition) to receive, along with the time(s) of day to receive text messages.
- **WEIGH-IN REMINDERS:** Avoid missing weigh-in deadlines with option text message weigh-in reminders. Text message is sent seven and three days prior to weigh-in deadline.
- **SIMPLE & EFFECTIVE:** Each message provides a quick reminder to engage in healthy eating, active living, staying motivated, and overcoming barriers.
- **MEMBER CONTROL:** Can be simply deactivated by contacting the Health Coaches or replying 'STOP.'
- **AVAILABILITY:** Allows for SMS messaging through Verizon, Sprint AT&T, and any other major carrier. Increases accessibility to individuals without regular access to a computer or email.
- **RESPONSIVE:** Provides an easy way to respond to the Health Coaches via a text message response.
- **SPANISH:** Text message coaching also available in Spanish.

Daily Meal Plans

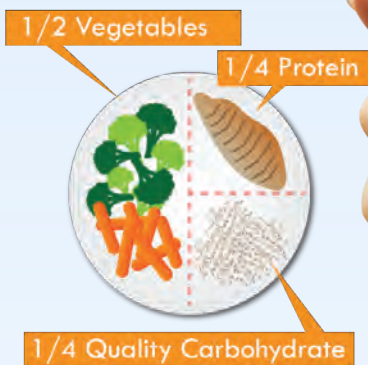
FEATURE SUMMARY

Whether cooking at home, preparing meals for the workplace, or dining out, the daily meal plans provide an array of healthy options and recommendations to make sure that health goals are never abandoned.



Key Benefits

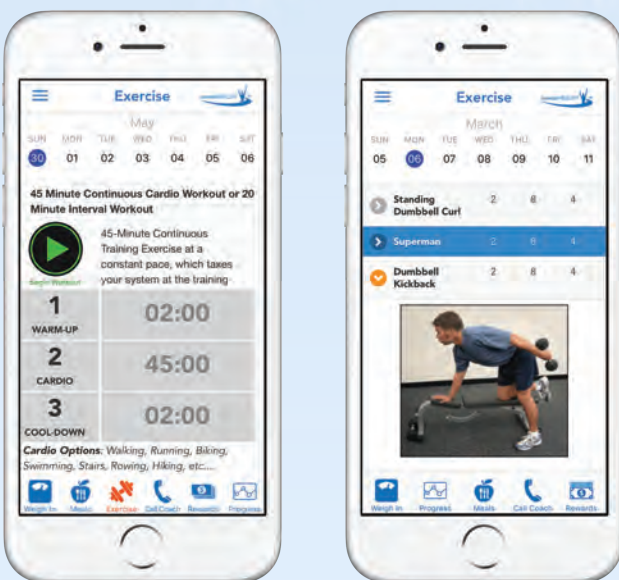
- **RECOMMENDATIONS:** Our general guideline of focusing on 5-6 small meals per day, consumed approximately every 2-3 hours provides a simple and effective way to achieve and maintain weight management goals and to assist with managing blood sugar levels.
- **PORTION CONTROL:** By focusing on proper portion control, our meal program recommends consuming a portion of quality protein, complex carbohydrates and healthy vegetables at each meal.
- **REACHING OPTIMAL NUTRITION:** Our meal plans suggest consuming colorful fruits & vegetables where possible to ensure that optimal levels of nutrients are obtained.
- **INDEPENDENCE DAY:** Once a week, our plan allows a day to declare your food freedom, allowing you to indulge in foods outside our meal plans and to enjoy the occasional social function while satisfying rather than overindulging in foods you crave.
- **WEEKLY SHOPPING LIST:** Each Sunday, the daily email includes a weekly shopping list to help participants prepare with food selection and preparation for the week ahead.



Custom Exercise Coaching

FEATURE SUMMARY

Whether exercise is something brand new to you, you have used the gym before but not in a while, or you are an avid exerciser, a custom plan is made just for you. Each exercise plan is a mixture of strength training and cardio. Our coaching is tailored during the enrollment process to make the transition towards a healthier lifestyle as simple as possible.



Key Benefits

- **CUSTOMIZABLE:** You choose whether you prefer to workout in a home or gym setting, along with the level of fitness (beginner, intermediate or advanced) you would like to begin with. These custom settings can be changed at any time.
- **VIDEO DEMONSTRATIONS:** Each exercise included in the coaching has a video link to review the correct form and directions on how to properly complete the exercise.
- **HEALTH COACH INSTRUCTION:** Health coaches are available by phone or email for participants to reach out to directly for any further clarification or to provide any guidance regarding your specific exercise plan.
- **BUILDING PROGRESSION:** Exercise plans change every 6-8 weeks by increasing the repetitions, frequency, duration and intensity levels. This allows for a steady progression of strength and prevents the body from hitting a plateau. All exercises are based on each member's perceived level of exertion for a truly customized experience.

Exercise Name	Sets	Reps	Intensity
1. Squats	2	12	8
2. Barbell Incline Press	2	12	8
3. Exercise Ball Hamstring Curl	2	12	8
4. Seated Cable Row	2	12	8
5. Stair Calf Raise	2	12	8
6. Dumbbell Shoulder Press	2	12	8
7. Reverse Crunch	2	12	8
8. Dumbbell Hammer Curl	2	12	8
9. Plank	2	12	8
10. Triceps Push Down	2	12	8



Live Health Coaches

FEATURE SUMMARY

Health Coaches are available via phone or email to help members with any health related questions they may have. This might include suggesting alternative exercises, assisting in overcoming a plateau, or just being someone to talk to for moral support.



Key Benefits

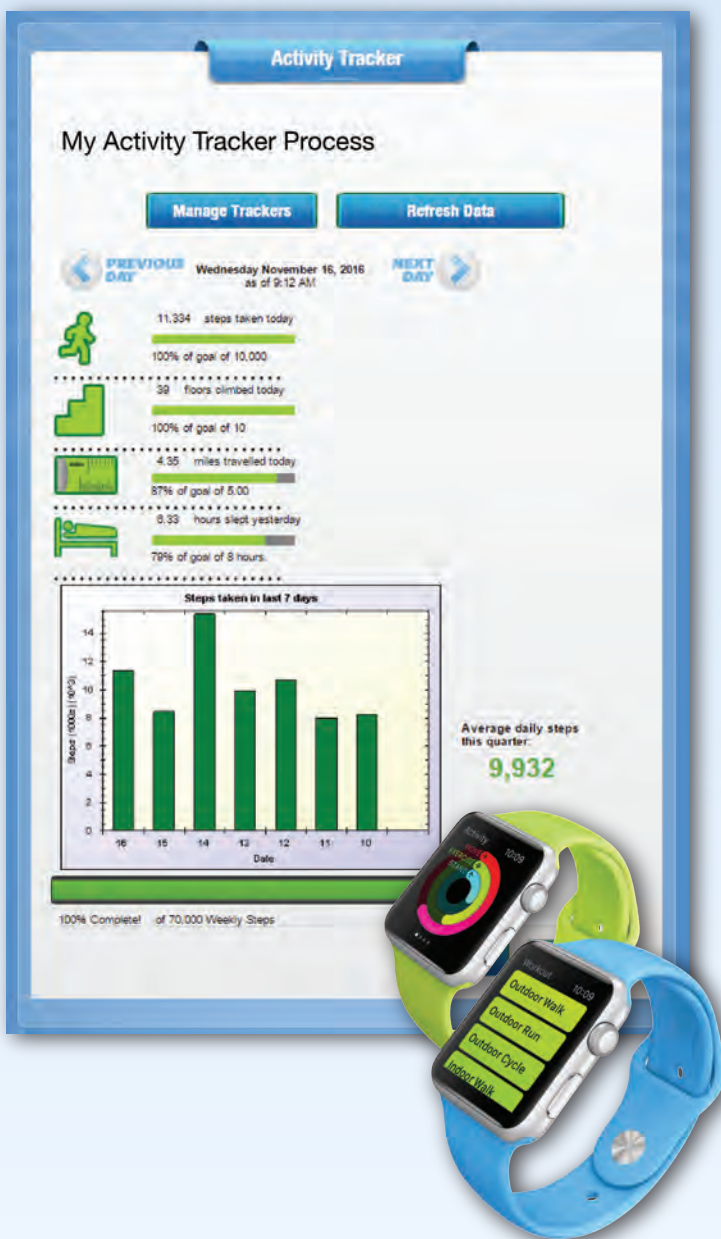
- **SUPPORT AREAS:** Exercise, Nutrition, Motivation
- **EMAIL:** All email inquiries are answered within four hours of any business day.
- **PHONE:** Participants can reach the health coaches by phone Monday-Friday 8:00am-5:00pm MST.
- **COACHES CERTIFICATIONS:** The incentaHEALTH Health Coaches have at minimum Bachelor's degrees concentrating in health and wellness, along with certifications in personal training, nutrition, wellness and more.
- **MOTIVATIONAL INTERVIEWING:** Each coach is trained in Motivational Interviewing to help guide participants towards their behavior change goals.



Activity Tracker Integration

FEATURE SUMMARY

The activity tracker feature allows participants to track steps, distance and floors climbed directly through our online portal. This gamified feature allows participants access to all their health information and activity tracking in one, simple spot. The integration allows participants the option to choose from hundreds of devices and apps and create custom challenges with friends and family across the program.



Key Benefits

- **100+ DEVICES:** Participants have hundreds of apps and devices to choose from that sync with our platform.
- **CUSTOM CHALLENGE CREATION:** Allows users to setup custom step challenge using multiple tracking devices. Can utilize average daily steps or total steps.
- **DATA REPORTS:** incentaHEALTH can create custom de-identified aggregate reports showing the population's average step counts and step improvements from participating in the program.



HEALTHpoints Prizes

FEATURE SUMMARY

The HEALTHpoints feature is a way to earn points and prizes for tracking healthy behaviors. Activities can be awarded systematically (i.e. weigh-in at a kiosk, complete a health quiz, etc.) or manually (took the stairs instead of the elevator today, visited my doctor for an annual checkup, etc.). Earning HEALTHpoints allows members to become eligible for monthly prize drawings open to everyone who incorporates healthy habits into their daily routine. Specific activities can be chosen and created by the program sponsor based on individual preferences.

Key Benefits

- **REAL-TIME SCORING:** As soon as your employees perform a HEALTHpoints activity, the system immediately updates their running point total. Points are tracked cumulatively throughout the year. Each month, the monthly point total is reset to encourage ongoing participation.
- **AUTHENTICATED:** Numerous system activities are automatically tracked. For instance, points can be assigned for performing tasks such as reading a daily coaching email, weighing in at the kiosk, or completing a health quiz or online journal. These non-self-reported activities give a true measure of program utilization and effectiveness.
- **CUSTOMIZABLE:** The client administrator can set points for an unlimited number of activities. The earning frequency (one time, daily, weekly, monthly) can also be controlled. The administrator can set the monthly point threshold and upload a photo and description of the monthly prize drawing. With this approach, any combination of activities and rewards can be established.

The image displays three overlapping screenshots of the HEALTHpoints user interface. The top screenshot shows a 'HEALTHpoints' dashboard with a 'Points Earned for Each Activity' table. The middle screenshot shows a 'Points' summary for a specific month, including a table of activities and their completion dates. The bottom screenshot shows a 'Health Points' progress bar indicating 99% completion towards a goal of 299 out of 300 points.

Activity	Points	Participation Limit
Refer a friend using "Refer-a-Friend" tool; enrollment by friend must be completed for points to be received	100	No Limit
Refer a friend to Team Challenge through Weigh and Win website; friend must join the team	50	No Limit
Join the Team Challenge	100	Once
Complete Survey (sent via email on Day 106 in program)	75	Once
Connect or Enroll with Facebook	100	Once
Linking Activity Tracker to W&W	25	Once
View Fitbit Data Daily		
5000-7499 Fitbit Steps Per Day		
7500-9999 Fitbit Steps Per Day		
10000+ Fitbit Steps Per Day		
Post To Facebook via Weigh and Win		
Email Open		
Login to weighandwin.com		
Quiz		
Weigh-in		
Journal Entry		
70000+ Fitbit Steps a Week		

Activity	Points	Date Completed
Login to weighandwin.com	✓	2/17/2017 9:44:15 AM
Login to weighandwin.com	✓	2/17/2017 9:44:00 AM
Quiz	25	2/17/2017 9:22:54 AM
Login to weighandwin.com	✓	2/17/2017 9:22:15 AM
Login to weighandwin.com	✓	2/17/2017 9:22:00 AM
Login to weighandwin.com	✓	2/17/2017 9:00:00 AM
Login to weighandwin.com	✓	2/17/2017 9:00:33 AM

Health Points
99% of Points Goal: 299 out of 300 Points. View Point details

Barrier Assessment

FEATURE SUMMARY

Built on a foundation of behavioral change science and evidence-based research, the Barrier Assessment identifies the unique factors that interfere with an individual's success in achieving optimal health. These factors are utilized to create tailored messaging to support each individual via email and text messaging, along with providing key identifiers that the Health Coaches focus on during one-on-one telephonic and email conversations.

BARRIERS

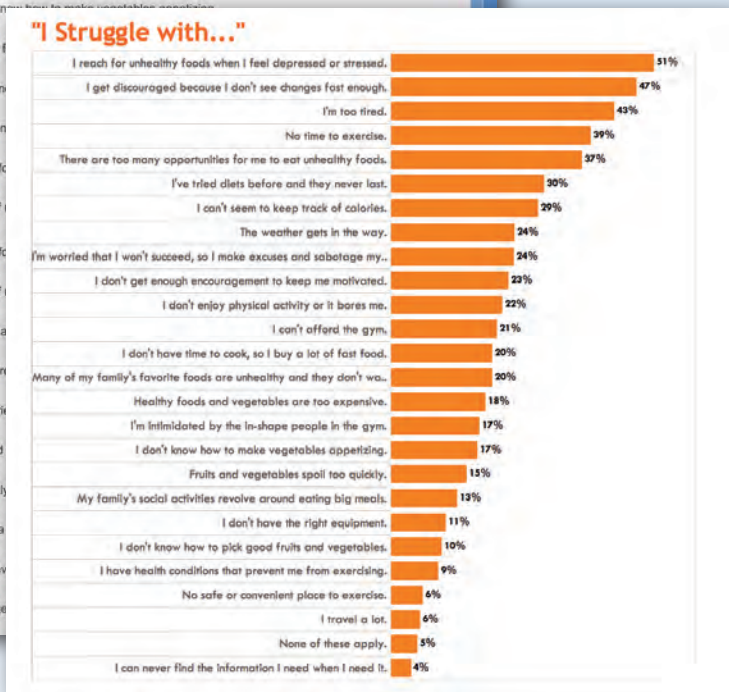
What obstacles are most likely to get in the way of your weight management goals? (choose as many as you like)

If none of the above options apply, please explain briefly what motivated you to join this program.

- I don't enjoy physical activity or it bores me.
- The weather gets in the way.
- No safe or convenient place to exercise.
- No time to exercise.
- I have health conditions that prevent me from exercising.
- I'm too tired.
- I don't have the right equipment.
- I can't afford the gym.
- I'm intimidated by the in-shape people in the gym.
- I can't seem to keep track of calories.
- I don't know how to make vegetables appetizing.

Key Benefits

- **PERSONALIZED:** Allows for each individual to personally select the factors that pose the greatest threat to his or her health goals.
- **EVIDENCE-BASED:** Includes topics carefully selected by behavioral specialists that commonly interfere with the achievement and maintenance of a healthy lifestyle.
- **COMMON IDENTIFIERS:** Focuses on commonly expressed barriers, such as not having access to healthy food or gyms, previously failing at fad diet programs, and not having sufficient time to exercise.
- **ANALYSIS:** Provides a complete analysis of the most commonly selected barriers: "I reach for unhealthy foods when I feel depressed or stressed" and, "I get discouraged because I don't see changes fast enough."
- **STRATEGIES:** The identified barriers are integrated into the daily coaching platform, alongside coping strategies for overcoming barriers to success.



Motivation Assessment

FEATURE SUMMARY

Coinciding with the identified barriers, the Motivation Assessment is built on a foundation of behavioral change science and evidence-based research. Using identified factors that typically motivate an individual to be successful with achieving and maintaining a healthy lifestyle, the Motivation Assessment plays a key role in the ongoing tailored messaging via email and text messages. These are also key identifiers that the Health Coaches focus on during one-on-one telephonic and email conversations.

Motivation

Why did you choose to participate in this program? (choose as many as you like)

If none of the above options apply, please explain briefly what motivated you to join this program.

- To lift my spirits. To feel better about myself and improve my confidence.
- To look better or at least fit into my old clothes.
- To help me maintain or improve my health so I can be of help to my family, friends and community.
- To set an example for my family.
- To learn more about the types of food that will help prevent obesity, cancer, heart disease and diabetes.
- To learn more about the types of activities that help prevent obesity, cancer, heart disease and diabetes.
- To decrease my stress level.
- To help me be more productive.



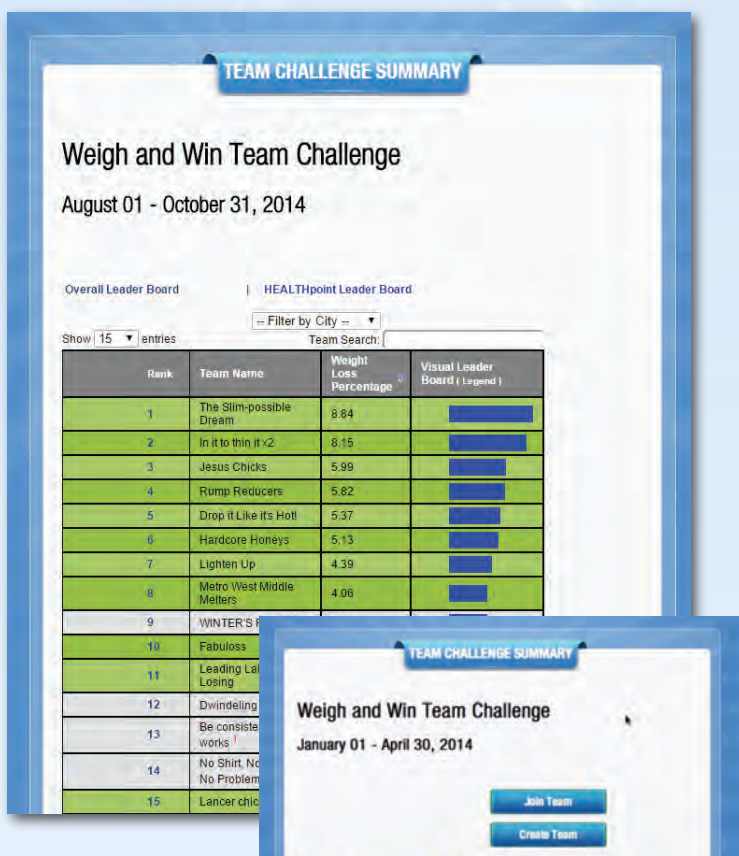
Key Benefits

- **PERSONALIZED:** Allows for each individual to personally select the factors that are the most supportive when working to achieve and maintain optimal health.
- **EVIDENCE-BASED:** Includes topics carefully selected by behavioral specialists that are common to achieving and maintaining a healthy lifestyle.
- **COMMON IDENTIFIERS:** Focuses on commonly expressed motivational factors, such as lowering stress levels, improving overall health, and setting an example for family.
- **ANALYSIS:** Provides a complete analysis of the most commonly selected motivators: "To change how I look and fit into the clothes I want" and, "To help me maintain or improve my health so I can be of health to the family, friends, and community."
- **A HELPFUL REMINDER:** The selected motivators for each participant are integrated into the daily coaching as a positive reminder as to 'why' each individual decided to make healthy changes.

Team Challenge

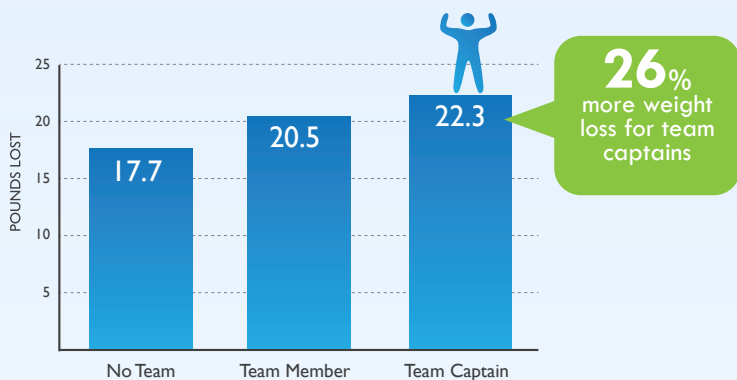
FEATURE SUMMARY

The Team Challenge uses gamification to harness competition to help participant's succeed at achieving their health goals. Participants can form or join teams and compete with groups across the organization. Team performance is charted in real-time via the weigh in data collected by the HEALTHspot kiosk or through other measurable system functions through the HEALTHpoints platform.



Key Benefits

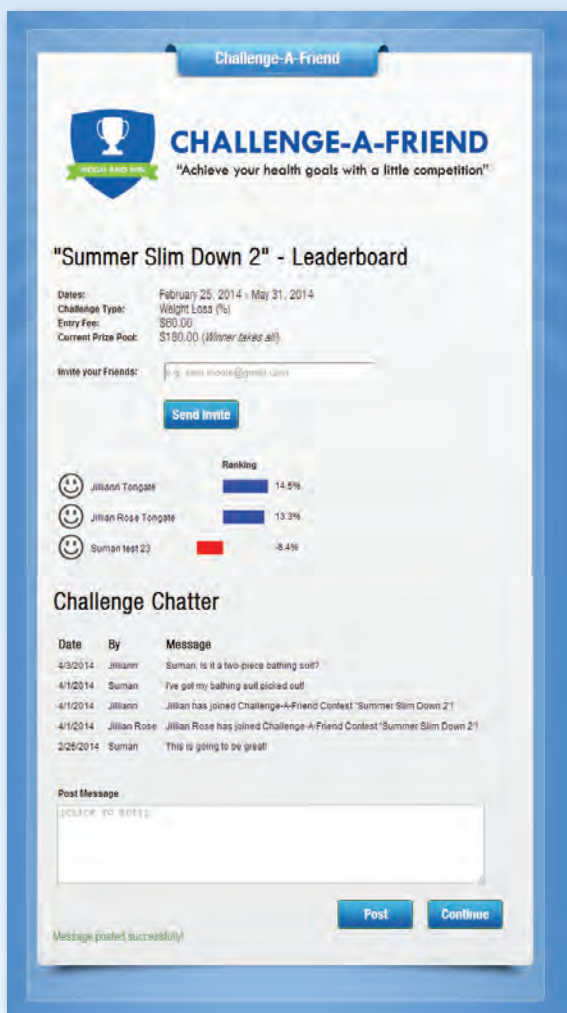
- **COMPETITION FUELS SUCCESS:** Participants who engage in social challenges lose more weight. A regular participant loses on average 17.7 pounds, a social challenge participant loses 20.3 pounds and a social challenge captain loses 22.3 pounds.
- **REAL-TIME ANALYTICS:** The Challenge Leaderboard displays team averages and provides participants with real-time data in a constantly updating visual display.
- **CUSTOMIZABLE:** Partner can customize and change all challenge features.
- **PRIVATE:** No individual participant data is shared. All data is shared in average team percentages.



Challenge-A-Friend

FEATURE SUMMARY

The Challenge-a-Friend feature is a way to customize friendly health competitions between friends, family and coworkers. This is a bottom-up feature that allows users to pick the prize, duration and type of challenge.



Key Benefits

- **CUSTOMIZABLE:** Challenges are created entirely by the challenge host. There is no limit to the number of members that can engage in a challenge.
 - **Challenge Type:** Choose between weight loss (pounds), weight loss (%), HEALTHpoints total, activity tracker steps total and activity tracker steps (daily average).
 - **Time Frame:** Identify the start and end dates for the challenge.
 - **Prizes:** All prizes are selected and administered by the challenge creators and participants. Choose between entry fee/cash prize or a gift. **Entry Fee** – For example, every participant puts in \$5 and winner takes all. **Gift** – For example, the first place winner receives a Fitbit.
- **VISUAL LEADERBOARD:** Track how you are performing against your competitors with a real time leaderboard and team member ranking system. The only data displayed on the leaderboard are the individual results for each person per the challenge type.
- **SOCIAL SUPPORT:** Using the "Challenge Chatter" feature, cheer on your teammates to keep working towards that ultimate prize. All messages are visible during the entirety of the challenge and provide ongoing encouragement to the team.
- **FREQUENCY:** Challenges can be created as frequently as desired and can be run for any duration of time. This proves an effective way to keep family members, co-workers, and friends motivated towards their health goals.



Seasonal Challenges

FEATURE SUMMARY

The Seasonal Challenges feature is a way to work with others in the program in a way that is fun, engaging and competitive. Held during selected times of the year, the challenges are a top-down approach to driving internal competition in order to achieve a healthy weight, along with opportunities to qualify for prize drawings, gain effective team communication and achieve better long-term success.

Key Benefits

- **SPECIALIZED:** The content is specialized to the season with tips encouraging healthy behaviors, such as the prevention of increased pounds on the scale over the holidays, where an individual's average weight gain is typically 1.7 pounds (between Thanksgiving and New Year's Day).
- **REWARDING:** Participants who successfully lose or maintain their starting weight have the opportunity to qualify for rewards, such as gift cards and exciting prizes.
- **SUCCESS:** Those who participate in a Seasonal Challenge tend to see a greater success in preventing holiday weight gain, and many even lose weight. On average 78% of challenge participants are successful at either maintaining or losing weight during the Seasonal Challenge duration.

The image displays two overlapping promotional cards for the 'Healthy Holiday Challenge' by WeighandWin. The top card is a red and white header with the title 'Healthy Holiday CHALLENGE' and the WeighandWin logo. Below the title, it states 'Maintain your weight and earn a \$15 Amazon gift card!'. Underneath, a section titled 'HOW IT WORKS:' lists three steps: 1. Visit WeighandWin.com and log-in to your account to join the challenge. 2. Visit a Weigh and Win kiosk between November 19-26, 2014 to complete a pre-holiday weigh-in. 3. Complete the challenge by November 26, 2015. Below this is a 'Here's' section. The bottom card is a white card with a red header, also titled 'Healthy Holiday CHALLENGE' and 'Maintain Your Weight! This Holiday Season'. It features a 'Healthy Holiday Tip #1 - Healthier Holiday Meals' section. This tip includes a photo of a turkey and three sub-tips: 'Buddy Up' (find a healthy buddy), 'Survey the Spread' (survey food before eating), and 'Healthier Alternatives' (cook healthier options like roasted vegetables). It also includes a 'Stay Active' tip (go for a walk or play touch football) and a 'Don't forget to re-plate your pre-holiday weigh-in by November 26!' reminder. At the bottom, it says 'Here's to a happy and healthy holiday!' and provides contact information for health coaches.

Health IQ Quizzes

FEATURE SUMMARY

The Health IQ Quiz is designed to help participants gain experience interacting with the concepts presented in our daily email coaching. Each quiz can be completed in 60 seconds.



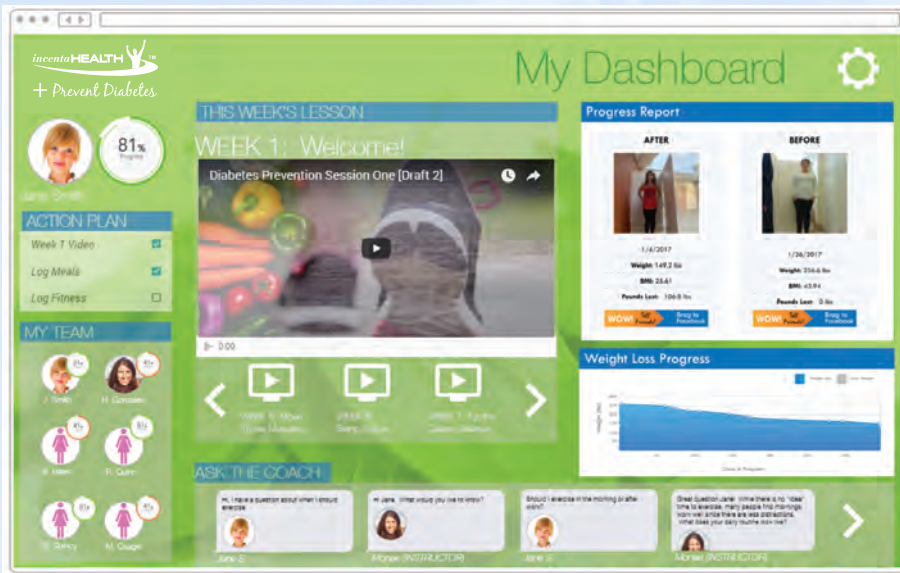
Key Benefits

- **EVALUATE COMPREHENSION:** Each week the incentaHEALTH program coaches participants on fundamental concepts like portion control, physical activity, overcoming barriers, and staying motivated. The quiz helps reinforce these central themes in a fun, visual manner.
- **AUTOMATIC FEEDBACK:** Participants receive immediate feedback on their quiz responses. In addition, each quiz concludes with a discussion that explains the rationale behind each correct answer. The participant can instantly track their progress (showing their percent correct and a corresponding A, B, C or D score) and the aggregate results of their peers.

Diabetes Prevention Program (DPP) Enhanced Platform

FEATURE SUMMARY

The Diabetes Prevention Program (DPP) provides a systematic approach to instructing participants who have or are at-risk for prediabetes. As an enhanced curriculum built on top of the incentaHEALTH platform, this program provides a weekly action plan, diabetes prevention webinar, social engagement, and ongoing support from the DPP Lifestyle Coach to mitigate the risk for type 2 diabetes.



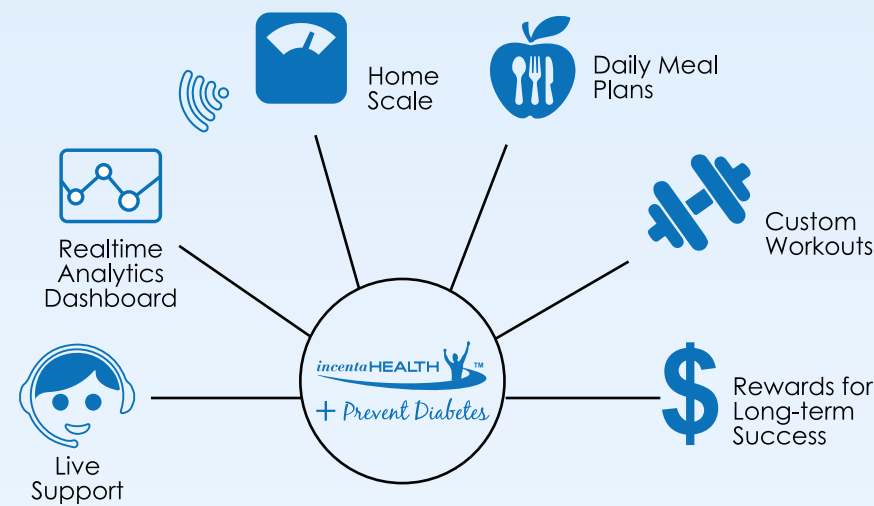
Key Benefits

- CDC-BASED STANDARDS:** The DPP closely aligns with the standards set by the Centers for Disease Control, enabling future national recognition status. The curriculum follows the Prevent T2 Curriculum designed and implemented by the CDC.



- EDUCATIONAL CONTENT:** A dashboard of unique diabetes prevention education modules engages participants in a thoughtful manner. Features include a weekly diabetes prevention webinar, patented visual progress report, social support display, teammate progress tracking and interaction, weekly action plan completion list, and real-time body weight improvement graph.

- DAILY SUPPORT:** A certified Lifestyle Coach supports participants to overcome barriers and maintain motivation related to Healthy Eating and Active Living (H.E.A.L.) and prediabetes. Available through incentaHEALTH's DPP-enhanced online platform, phone, or via email, participants have various opportunities to seek support.

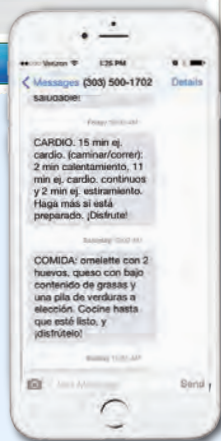


- ADDITIONAL TOOLS:** Paired with the daily emails, menu plans, and physical activity recommendations, each participant receives push-based reminders to complete regular weigh-ins, and to engage in healthy behaviors.

Spanish Language Option

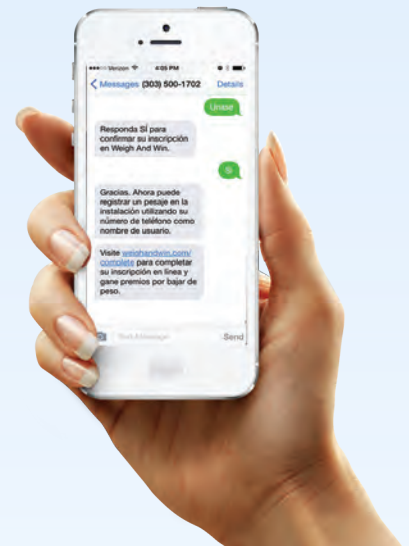
FEATURE SUMMARY

To reach diverse populations, incentaHEALTH offers a robust Spanish language program option. Our Spanish language platform enrolls, coaches, measures and rewards our members in both English and Spanish. In addition to the program, we offer Spanish speaking health coaches and promotional materials.



Key Benefits

- **ENROLLMENT:** Whether a member is enrolling on a computer, mobile device, a HEALTHspot kiosk or by text, they will receive a bilingual experience.
- **MARKETING MATERIALS:** All promotional materials including palm cards, flyers, emails, banners and more are available in Spanish.
- **KIOSK EXPERIENCE:** When visiting a kiosk, members have the choice for a Spanish or English language experience. All text and audio prompts are in Spanish.
- **MEMBER DASHBOARD:** Photographed weigh-ins track a member's progress. This dashboard along with other website features are also available in Spanish.
- **COACHING:** Daily text message coaching is delivered directly into a member's palm in Spanish, covering nutrition, exercise and motivation.





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