



MEET LISA

She's fifty years old, has type 2 diabetes, and has been struggling with her weight for years. Lately, she's been having trouble sleeping, too.

Lisa recently visited her doctor, where they've discovered that she's not on the right path. Her hemoglobin A1C is continuing to increase, and while the doctor is very helpful during her appointments, she's really struggling with the support that she needs between visits.



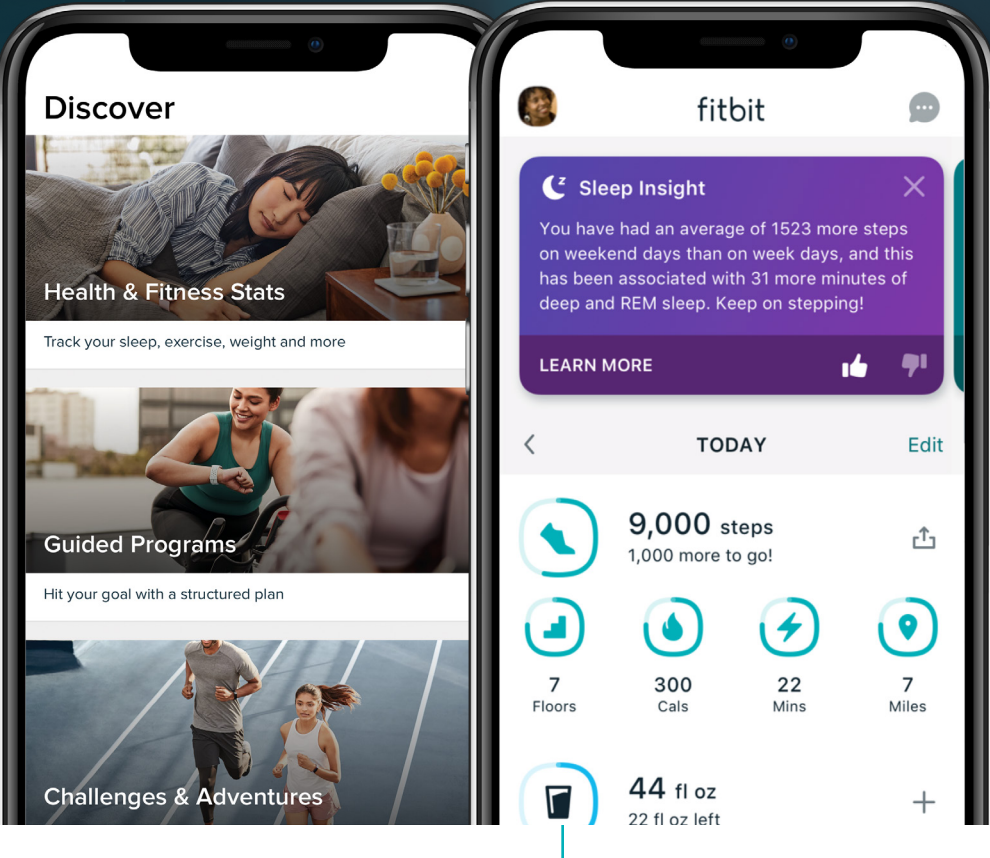
Fortunately, Lisa receives an invitation from her company to join Fitbit Care. She's excited to have a wide variety of trackers and smartwatches to choose from that meet her needs and budget. She buys a Fitbit Inspire HR™ activity tracker at her company's discounted price, which has a heart rate sensor to help her measure important health behaviors.



LISA BEGINS WEARING HER DEVICE AND LOOKING AT HER DATA IN THE FITBIT APP, WHICH SHE USES TO MAKE BETTER DECISIONS EACH DAY.

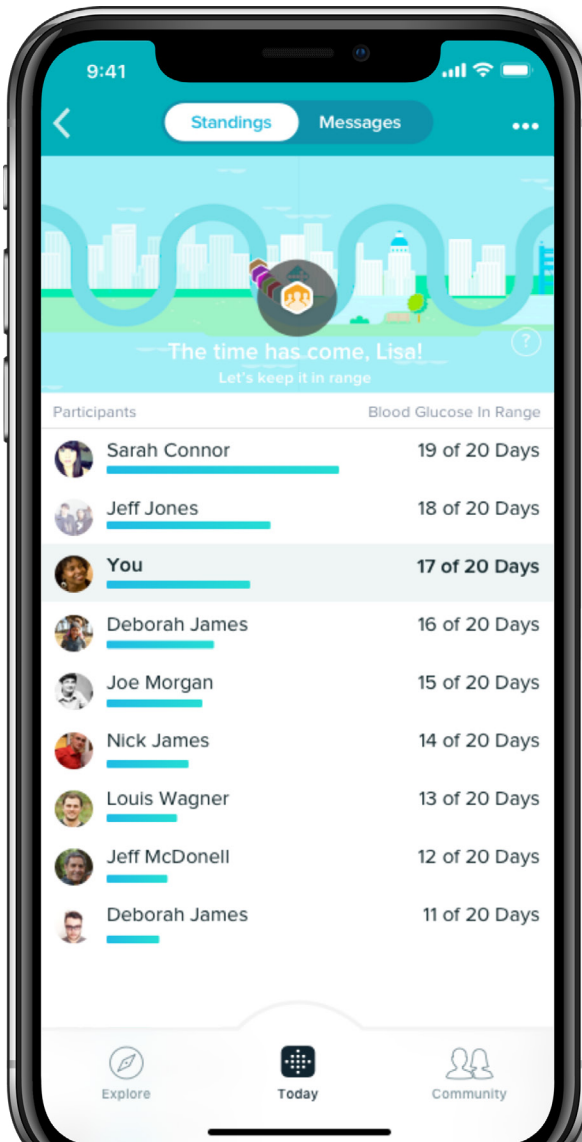
She loves the Sleep Score feature, which helps her recognize the days she's sleeping well and the days she's not.

As part of Fitbit Care, Lisa's company included a membership to Fitbit Premium, where she gets even more insights into her day-to-day behaviors and the correlation between them. She can see that she gets more steps on the weekends, and that those extra steps are helping her sleep better.



LISA GETS INSPIRED BY THAT INSIGHT AND JOINS A FITBIT CARE WORKPLACE STEP CHALLENGE.

The challenge motivates her to increase her activity, which helps improve her sleep - the health behavior she wants to focus on right now. When she wants to re-focus on weight loss, or nutrition or stress management, Fitbit Care is there to support her. The workplace challenge also helps Lisa make a new friend, whom she walks with every day.

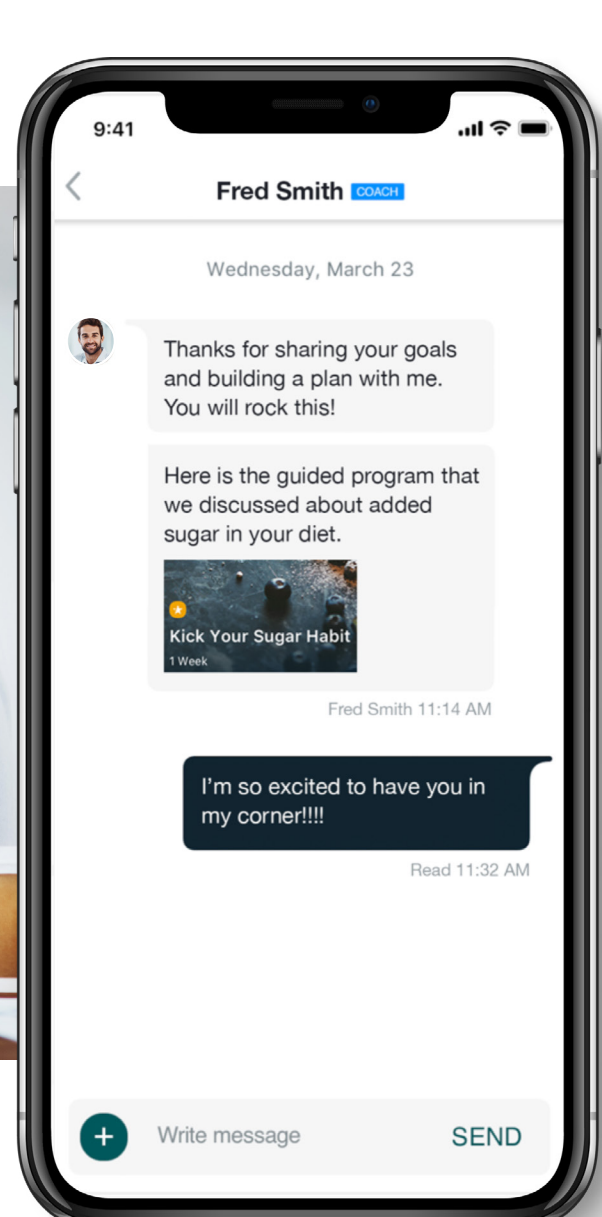


Lisa's sleep is improving, she's getting more activity, and soon she gets a message in her app about getting a health coach, which her company offered employees as part of Fitbit Care.

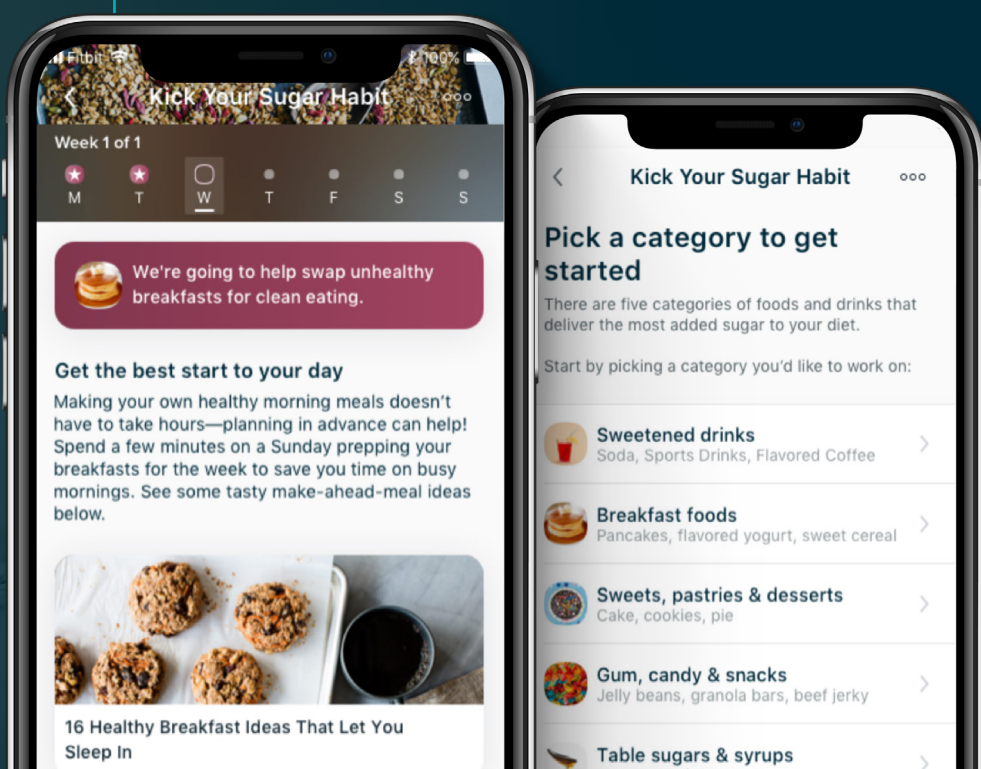
SHE CONNECTS TO HER NEW HEALTH COACH, FRED.



On their first call, Fred learns about Lisa and her goals. As part of the plan they build for Lisa, he recommends a Fitbit Premium Guided Program called Kick your Sugar. This program helps support what Fred knows is true: Lisa should make small, incremental changes if she wants to see long-term outcomes. This program will help Lisa with her weight and her diabetes.



Lisa joins the Kick your Sugar program, which is so much more personalized to Lisa and her particular sugar weaknesses - breakfast foods! - than a standard curriculum. This Guided Program is helping her adjust her eating habits and overall strategy when it comes to sugar, and the interactions she has with Fred help hold her accountable. Lisa loves being able to lean on Fred for support and guidance.



SUCCESS!

Lisa lost 15 pounds, and her hemoglobin A1C is down. She's sleeping better, too, because she got more active, and made some changes to her diet.

The data and feedback Lisa was getting, all in one app, helped her understand the impact of her behaviors across her weight, her sleep quality and her type 2 diabetes. Fred supported her along the way with motivation and guidance when and where she needed it, and helped hold her accountable. She was thrilled with her results and posted them to the social feed. Congratulations, Lisa!

