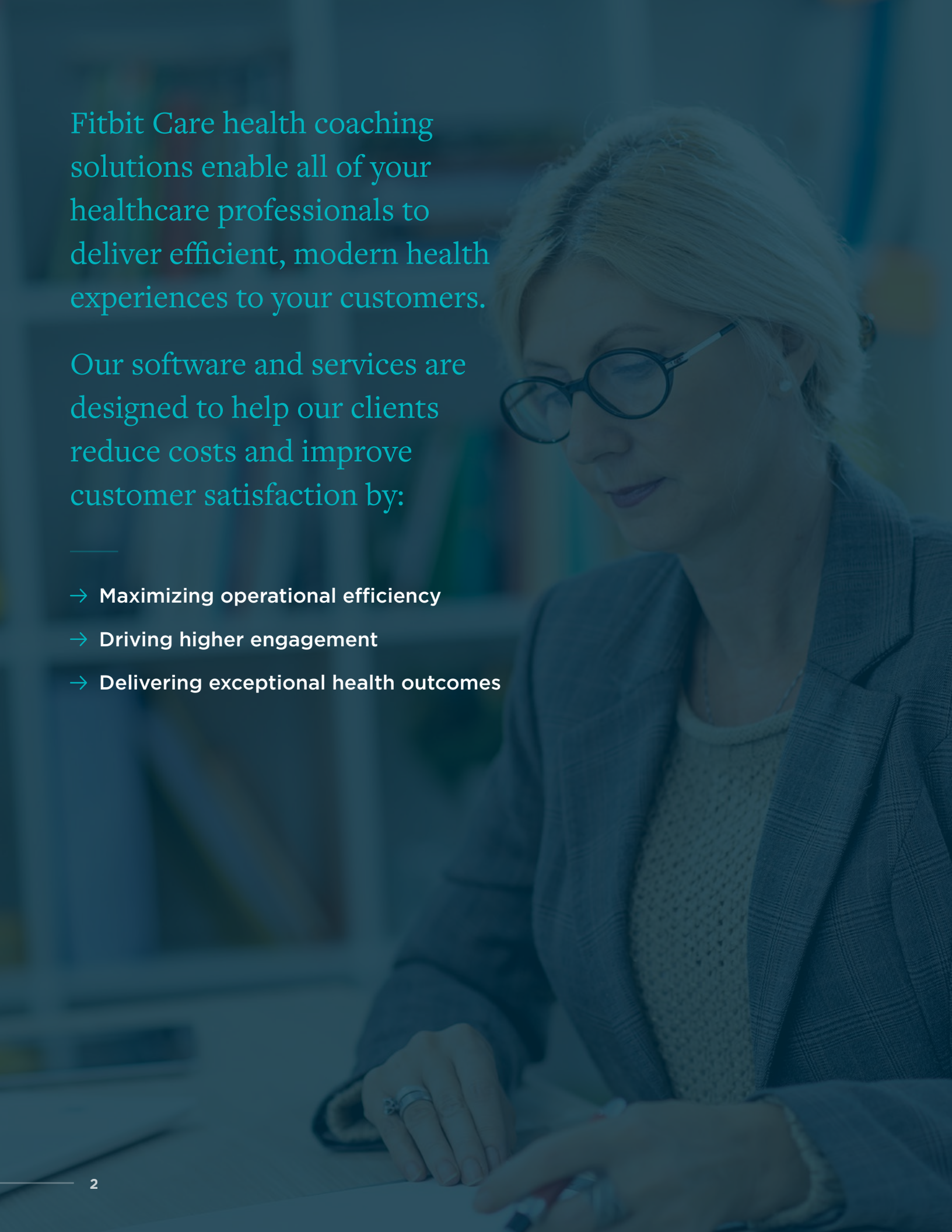




HEALTH SOLUTIONS

**FITBIT**  
**CARE FOR**  
**WORKFORCE**  
**HEALTH**  
**PROVIDERS**





Fitbit Care health coaching solutions enable all of your healthcare professionals to deliver efficient, modern health experiences to your customers.

Our software and services are designed to help our clients reduce costs and improve customer satisfaction by:

- Maximizing operational efficiency
- Driving higher engagement
- Delivering exceptional health outcomes

# GIVE YOUR TEAM SUPERPOWERS

**Maximize your most valuable resource:** your health coaches and clinical staff who interact with your participants every day. Fitbit Care clients have seen dramatic increases in coach panel size, in some cases upwards of 300%, an improvement that can increase margins in your existing accounts and allow you to deploy those resources on new business opportunities.

- Ongoing, asynchronous interactions that increase participant engagement
- Coaching dashboards that simplify daily panel management
- The right combination of automation and artificial intelligence to drive right-time interactions that maximize impact
- Include multiple team members in participant communications

# 3x

growth in coach panel size



# Mind the Gaps in Care

Traditional health coaching faces a very similar challenge as traditional clinical care -- follow through on care plans ranges from difficult to impossible. What happens between appointments? How will you find out when an important health event happens or intervention is required?

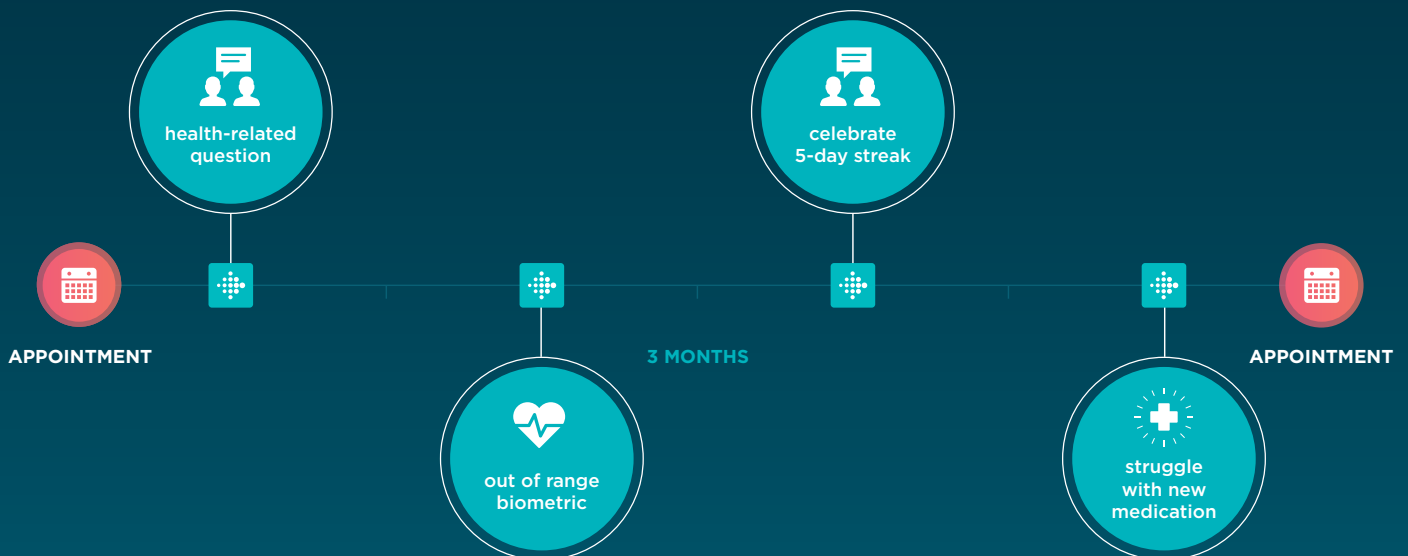
Fitbit Care fills the knowledge gap by enabling continuous, asynchronous communication with your professionals and collection of key health data in the moment. The richer, more timely picture of every participant's health can then inform how your team engages and drives behavior change.

In that void between appointments, you will also miss the opportunity to reinforce positive actions and small successes that are the motivational bedrock of sustainable behavior change.

## TRADITIONAL CARE



## WITH FITBIT CARE



# COACHING FOR EVERY TYPE OF TEAM

Fitbit Care enables your entire team to participate in the health coaching experience, whether your staff is non-clinical, clinical, or both. Right in the app's messenger, team members can pull in other providers or escalate a case to a higher resource. No matter what your business model and resource types, our platform is engineered to help you succeed.



# SMALL VICTORIES, **BIG WINS**

Putting participants at the center of their health journey delivers sustainable behavior change and better outcomes. Fitbit Care supports key tenets of behavioral psychology and learning science.

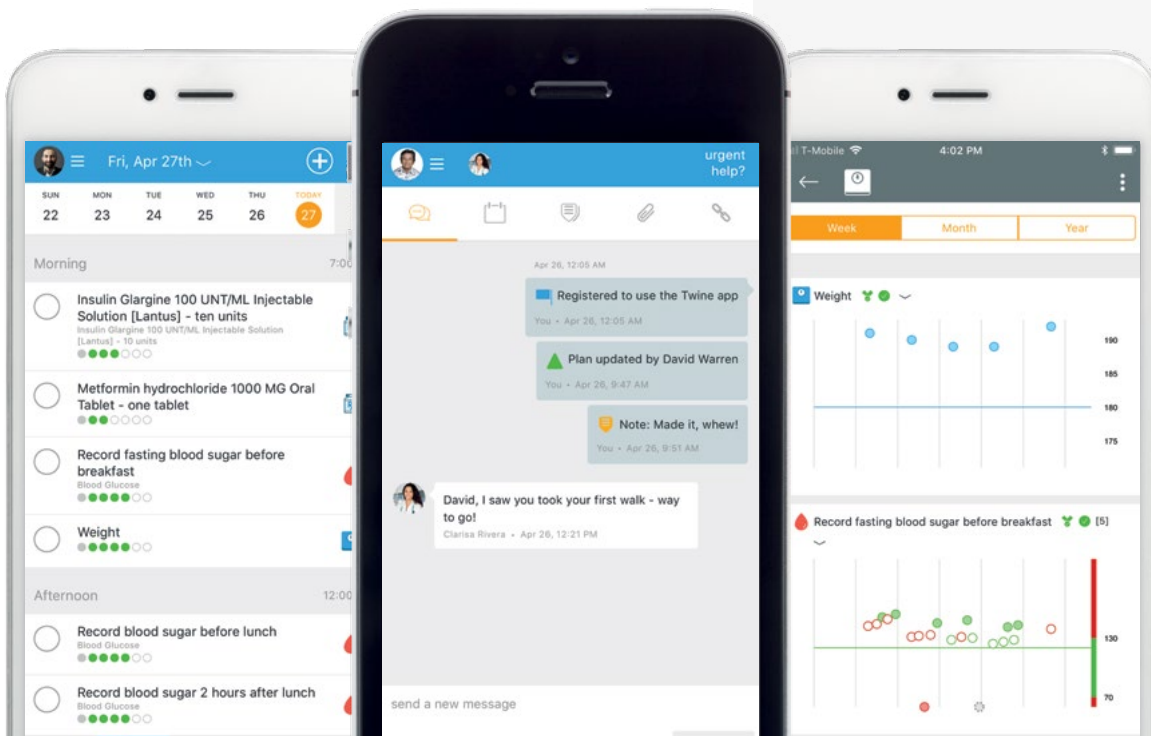
- Best practices surface intrinsic motivation and readiness to change
- Realistic, self-generated goals build participants' confidence
- Small, incremental wins lead to bigger successes
- Healthy habits lead to personal investment and health ownership



# Make Health Easy

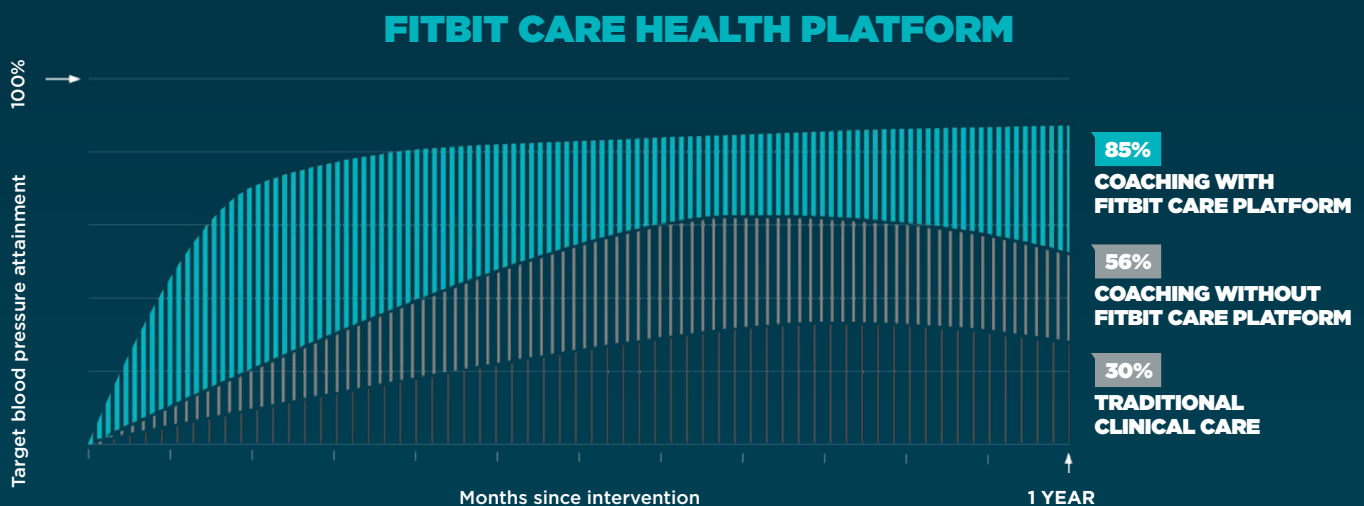
Give your participants a digital health experience that blends seamlessly with their busy lives and offers maximum flexibility wherever they are. When they want to contact a coach or track their progress, Fitbit Care is no further than their pocket or their wrist.

- **Support for multi-modal communication:** text messaging, phone, video
- **Access through multiple devices:** mobile phones, tablets, laptops, desktop computers
- Health action plan **reminders** and message **notifications**
- Automatic completion of health actions and data collection when **synced to devices** through Fitbit, Apple Health Kit, and Google Fit



# HEALTH OUTCOMES ACCELERATED

Fitbit Care's digital experience and anytime access to health coaching has helped individuals reach their goals faster than traditional coaching and other forms of care. What's more, our customers have delivered sustainable behavior change well into the second year of their programs.



In three months, Fitbit Care produced dramatic drops in clinical measures for individuals with diabetes and hypertension.

MASSACHUSETTS  
GENERAL HOSPITAL

**HYPERTENSION**

**26mmHg**

drop in blood pressure  
in 3 months in RCT with  
Mass General Hospital

**DIABETES**

**3.2pt**

drop in HbA1c in 3  
months in RCT with  
Joslin Diabetes Center



# OUR BREADTH, YOUR DEPTH

Based on behavioral psychology and learning science research at MIT's Media Lab, Fitbit Care was designed to empower organizations to deliver health coaching across the full spectrum of care.

- General health and wellness coaching to complex care/disease management
- Support for programs targeting individuals with diabetes, hypertension, smoking cessation, weight loss, and beyond
- Tracking for 100+ health and lifestyle-related metrics, and the ability to add custom health actions that reflect your needs
- Rich qualitative and quantitative data to create stronger relationships, recognize health trends, and drive more effective behavior change



# EXPERTISE FOR LIFE

Technology alone is never enough, and as a company that values the vital human touch above all, we believe that helping our customers implement change is central to our mission. Our leadership and Customer Success teams include a mixture of clinical and technology experts with backgrounds in learning science, health coaching, care management, enterprise software deployment, and large-scale project management.

**Every Fitbit Care customer receives hands-on support from our Customer Success team that includes:**

- Mapping coaching workflows to your existing practices
- Consulting on how to excel at digital transformation via user experience design
- Customized on-site or virtual training of coaches on best practices and technology
- Specialized training and workshops for coaching managers and admins
- Ongoing review and refinement of organizational performance
- Accessible in-app technical support for coaches and participants
- Standard email and phone technical support

## Continuous Engagement

Getting your clients' participants started and continuously engaging them is key to your success and your bottom line. Over the years, our team has learned best practices that help to maximize adoption. Fitbit Care includes engagement consultation and customized communication services so that your team can focus on delivering support to your end-users.

**Our team will work with your marketing team to provide the following support and assets:**

- Consultation on enrollment and engagement programs
- Planning of program stages and delivery schedule
- Co-branded email, flyers, and slideshows
- Support in measurement of conversion rates



# GET YOUR SYSTEMS TALKING

Maximizing your organization's effectiveness requires technological infrastructure that gets out of the way and helps your team do its work.

Fitbit Care has an open API that allows organizations to maximize flexibility and interoperability with existing and future systems. Our Solutions Architects will assist you in evaluating and executing integrations with:



**EMR/EHR**



**CARE MANAGEMENT**



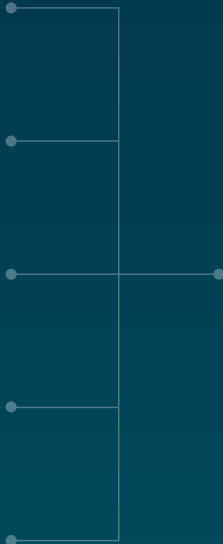
**CLAIMS MANAGEMENT**



**REPORTING/ANALYTICS**



**INCENTIVES/REWARDS**



## ABOUT FITBIT HEALTH SOLUTIONS

Fitbit Care is part of Fitbit Health Solutions, which delivers software and services designed to drive healthy behavior change. Our health platform motivates and engages people in a personalized health experience across the full spectrum of care, from wellness and prevention to chronic condition management.

[HEALTHSOLUTIONS.FITBIT.COM](https://healthsolutions.fitbit.com)



HEALTH SOLUTIONS