



10K-A-Day™

Help participants take a 10,000 steps-a-day journey

10K-A-DAY is a motivational challenge designed to help participants walk more as they travel along virtual routes.

Client Benefits



- **Easy to launch.** It's simple to launch *10K-A-Day* through our platform. Because the program is online there is no need for on-site staff to deliver the program.
- **Supports health and wellness.** Whether your participants are just starting out or avid exercisers, the instant feedback and positive reinforcement from *10K-A-Day* will motivate them to step up activity on a journey to better health.
- **Simple to customize.** You can deliver *10K-A-Day* online to populations with access to our platform. Select the program length of six, eight, 12 or 52 weeks to meet the needs of your population.

Participant Benefits



- **Easy to start.** *10K-A-Day* motivates participants to start and maintain a regular walking program—and see progress along the way. As participants wear a step tracker and log steps online, they'll boost energy and improve health—enjoying the benefits of an active lifestyle.
- **Fun and engaging.** *10K-A-Day* provides an inspiring theme, where participants move along international trails. Social support and friendly competition with teams and buddies (called Sole Mates) encourage and connect participants.
- **Boost health and wellness.** Through this online challenge, participants receive 24/7 access to tools and resources, including links to walking and nutrition websites, daily tips, healthy recipes and articles.

10K-A-Day

What you need to know

- 10K-A-Day takes participants on a trek to better health.
- Participants receive a step tracker, log their progress and move along virtual trails from around the world (2,000 steps equals 1 mile).
- Optional team competition.
- Use the 10K-A-Day mobile app as a companion to your online campaign.
- Optional Fitbit® integration available for automatic activity tracking.

Sample timeline

Eight weeks prior to start date: HealthFitness begins setup process, including program configuration.

Two to three weeks before program start date: Promotion and registration process begin.

During program: Participants wear step tracker, measure baseline activity level and set step goals. Participants log steps, track progress and receive daily motivational email messages with tracking reminder and recipe link.

One week post-program: Participants complete satisfaction surveys.

Add to your wellness programs

Contact your HealthFitness representative to add 10K-A-Day to your year-long wellness challenge programming.

About HealthFitness

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, corporate fitness and condition management solutions. With nearly 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit www.healthfitness.com.



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