



Fitbit® Discount Program

Boost engagement in corporate wellness with Fitbit trackers

HEALTHFITNESS OFFERS discounted Fitbit trackers to your participants.

Client Benefits



- **Support employee wellness.** The Fitbit tracker measures steps, calories burned, distance traveled, sleep, heart rate and more (depending on the Fitbit model). Provide Fitbit trackers to your participants at a discount and inspire them to live a healthier, more active life.
- **Foster social connection.** Fitbit devices link your participants to an online community of health—whether it is connecting with co-workers, friends or family. Those who connect online with others who also wear a device can be more physically active.
- **Improve data accuracy.** Instead of relying on your employees to self-report their progress, data is automatically uploaded from their Fitbit device to the platform*, giving you confidence that the data is accurate.

Participant Benefits



- **Easy to use.** Fitbit trackers make it easier for participants to put their everyday routine to work toward their health and wellness goals. Fitbit users on average take 43 percent more steps and lost 13 pounds, according to user data from Fitbit.
- **Reinforces behavior change.** Small changes can add up to big results for your participants with Fitbit trackers. Fitbits make it easy for employees to track changes in their health and monitor their progress.
- **Saves time.** Wearables can be a great fit for employees who have little time to track their health behaviors. Participants can view results right on their tracker or upload them into the platform.



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What you need to know

- The Fitbit tracker measures steps, calories burned, distance traveled, sleep, heart rate and more depending on the model.
- Use Fitbit trackers as a stand-alone program or in combination with your other wellness programs and challenges to increase participation and boost engagement.
- The HealthFitness platform* integrates with Fitbit devices to automatically upload a participant's daily steps—and in the future cardio minutes, calories and more.
- Uploading data into the platform* simply requires participants to go to the HealthFitness platform, navigate to the Health & Fitness Devices landing page, select the Fitbit icon and click on the "Use It" button. Daily steps data from the device is automatically uploaded and captured on the platform*.
- Fitbit trackers can also benefit employees who have limited access to computers. Wearables such as Fitbit do not require employees to find computer access to upload steps tracked on paper or on a standard pedometer.

Learn more

Contact your HealthFitness representative to learn more about the Fitbit discount program and how to offer your participants Fitbit products at discounted pricing.

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.

*For clients currently using the platform that is part of the BioVia health management suite.



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