



Walk This Way®

Motivate participants to exercise one step at a time

WALK THIS WAY on the platform is a pedometer-based walking program designed to encourage your participants to walk 10,000 steps each day.

Client Benefits



- **Easy to launch.** It's simple to launch *Walk This Way* through our platform. Because the program is online there is no need for on-site staff to deliver the program.
- **Simple to customize.** You can deliver *Walk This Way* online to populations with access to our platform as well as to eligible participants who may not have Internet access. Customize the program length from 12 weeks to 12 months—or any length in between.
- **Supports wellness.** *Walk This Way* is designed for individuals who need motivational support to adopt a regular moderate exercise program that enhances their overall health.

Participant Benefits



- **Steps to better health.** Through a fun, online challenge, participants receive a digital pedometer, *Walk This Way* guide and logbook with walking tips, information and tracking logs as well as 24/7 access to online tools and resources.
- **Fun and engaging.** Keep participants engaged with an easy-to-use online step tracker, access to walking information, cool tools, tracking reports and weekly motivational emails.
- **Easy to start.** *Walk This Way* motivates participants to start and maintain a regular exercise program. Participants simply wear a pedometer, log steps and track their progress.



• *Less than half of U.S. adults get the recommended amount of weekly physical activity, resulting in a higher risk for heart disease, stroke and diabetes.¹*

Walk This Way

What you need to know

- Equal access to a program for populations with or without Internet access.
- Online or telephonic customer service-supported* registration and step tracking available.
- Measure program effectiveness and participant satisfaction via the *Walk This Way* outcomes report provided 30 days after program completion.
- Ability to integrate with various wireless tracking devices.
- Individual participation and team competition.
- Website optimized for use with mobile phones.

**Additional fees apply*

Sample timeline

10 weeks prior to “live” date: HealthFitness begins set up process, including program configuration.

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

During program: Participants wear pedometer, measure baseline activity level and set step goals. Participants log steps, track progress and receive weekly motivational emails.

One to two weeks post-program: Participants complete satisfaction surveys.

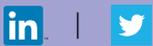
Add to your wellness programs

Contact your HealthFitness representative to provide *Walk This Way* online to your participants and add to your year-long wellness challenge programming.

About HealthFitness

HealthFitness, a Trustmark company, is an award-winning provider of health management, corporate fitness and condition management solutions. With more than 40 years of experience, it is URAC- and NCQA-accredited and a proven leader and partner for infusing a culture of health. HealthFitness maximizes 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.

¹ Source: <http://www.cdc.gov/VitalSigns/Walking/>



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