



# FAN HEALTH NETWORK

## FIND YOUR PURPOSE & GET MOVING CHALLENGE

8 WEEKS

JOIN THE MOVEMENT TO CHANGE YOUR LIFE



FAN HEALTH NETWORK

## EARN REWARDS

### 1st Place

2 Tickets to any **NFL**  
or College Football Game

### 2nd Place

Meet and Greet with a  
Captain

### 3rd Place

Bose Sleepbuds

Top 5 scorers  
each week get a personal call  
from a **Captain**

[www.fanhealthnetwork.com](http://www.fanhealthnetwork.com)



Fan Health Network connects you directly to professional athletes, sports personalities, and celebrities who want you to improve your fitness, diet, and well-being. We want you to live a strong and healthy life with the pros.

Our professional athletes, sports personalities, and celebrities are the CAPTAINS.

**Here's how we drive engagement. You will be able to follow our CAPTAIN'S tips,** recommended workouts, and learn how they maintain a healthy lifestyle. You can comment, like, follow, interact with Captains and create your own community on our platform!

- Receive Exclusive Access to the HUDDLE
- HUDDLE is an exclusive community where you see daily posts from our CAPTAINS and where you connect directly to the professional athletes, sports personalities, and celebrities who want you to improve your fitness, diet, and well-being.

**Includes:**

- Fun Incentives & Rewards for Top 3 Overall Winners and Top 5 on the Leaderboard each week.
- You as a sponsor receive anonymous and aggregated reports on participation, engagement, and performance of the challenge.
- Exclusive access to the Fan **Health Network's HUDDLE**
- The points acquired by completing the activities between the challenge period are considered for the incentives.
- All participants that complete the challenge receive a Certificate of Completion.



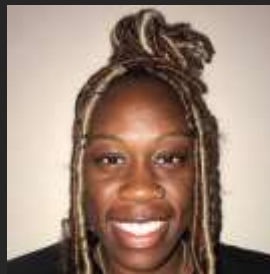
**Robert Smith**



**Eddie George**



**Katie Smith**



**Jessica Beard**



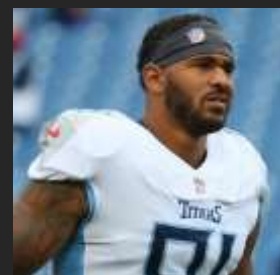
**John Buccigross**



**Shannon Spake**



**Jim Jackson**



**Derrick Morgan**



**Leroy J. Hoard**

*"Fan Health Network inspires fans to pursue optimal health and wellness through virtual, social interactions with peers and their chosen captains by promoting and improving healthy lifestyle behaviors, which can help reduce the cost of care."*  
*Richard H. Carmona, MD, MPH, FACS, 17th Surgeon General of the United States*



## Each week we have a special theme covering these areas:

- Purpose - Why it's important to begin with your purpose
- Importance of Water & how much is needed
- Importance of Including Veggies in your diet
- Managing Your Weight – Understanding calorie intake and its balance
- Sleep - Why Do We Sleep? Importance
- Emotional Wellness - Understanding what is mental health or emotional health?
- Importance of Physical Wellness - Benefits of Physical Activity
- Understanding the Basics of Nutrition and Diet
- Stress - Understanding Effects of Stress on body

## How it Works



## Additional Details:

Participants complete the activities that are assigned in the challenge. Each activity completed adds points to your score. You can earn up to a max of 4000 points.

The list of activities with the points you can earn:

**1. Quiz** – You will have four chances to earn these points. Each completion gives you 150 points.

**2. Tracker** – You will have two chances for each of these cards over 60 days and each completion gives you 200 points. Make sure to record 15 entries (multiple recording per day counted as one entry) for each chance to get points for this card. For each card, you can earn a maximum of 400 points.

a. Making Strides

b. Weight Yourself

c. Sleep Well

**3. Upload Pictures** – These cards give you 100 points each and you have eight chances for each of these cards over the 8-week period.

a. Smart Shopper

b. Fitness Geek

**4. Education** – These cards give you anywhere between 50-100 points. Each week you have a chance to read something new and earn points.

**5. Live Conferencing** – As part of the experience, we will have Live Conferencing opportunities for participants to learn from our Captains and Industry Experts.



## Onboarding & Engagement:

For sponsors; easy to tailor, easy to deploy.

For members; easy to use, easy to enjoy.

1. We simplify process for the sponsor by allowing multiple ways to onboard,
  - When email is available, we send an email with login information.
  - When email is not available, we create a default username and password based on employee id, date of birth, social security number, name or as it fits for the population.
  - When sponsor does not share the member information, we provide unique activation codes to the sponsor to distribute.
  - We enable single sign-**on with sponsor's existing** application.
2. We create a customized communication plan and marketing collateral for the program including posters, emails, text messages, reminders, nudges, motivational quotes and much more.
3. We provide rich participation and engagement reports that are delivered to the stakeholders periodically.



## A Healthcare Company Case Study:

We ran the Find Your Purpose & Get Moving Challenge with a hard to engage segment of a large population and received outstanding results.

59% Activity Completion

66% Communication Click-thru

73% Completed at least one activity

82% Engaged at least once a week

## A Health System Case Study:

We replaced the self-managed wellness program for a Health System population with-in 30 days, reduced their operational overhead, and sustained engagement over multiple years,

69% Health Assessment Completion

68% Biometric Screening

77% Completed at least one activity

84% Engaged at least once a week

## Overall Population Benchmark:

80% Member goals completed

150% Communications click-thru rate

67% Completed at least 3 activities

# How you can use Fan Health Network:

1. We can add the *sizzle* to your existing well-being program by embedding our community feed.
2. We can customize and host the challenge to your population needs.
3. We can create a completely customized well-being offering for you or your client needs.



# ARE YOU REGISTERED?



## FAN HEALTH NETWORK IS A COMPREHENSIVE WELLNESS WEBSITE DESIGNED TO HELP YOU ACHIEVE & MAINTAIN A HEALTHY LIFESTYLE

01

### Fan Health Network

provides a simple way to address all of your health needs and goals through educational content, activities, tracking, challenges, and much more.

02

### Fan Health Network

health and wellness programs recognize the need to effect positive changes in our members' lifestyles by helping them to reduce their health risk factors.

03

### Fan Health Network

provides positive incentives and individualized support for each member based on their own health risk profile and motivation.

04

### Fan Health Network

can be conveniently accessed by many popular mobile devices (Apple, Android) and computer browsers.



DID YOU GET YOUR  
DAILY DOSE OF OUTSIDE TODAY?

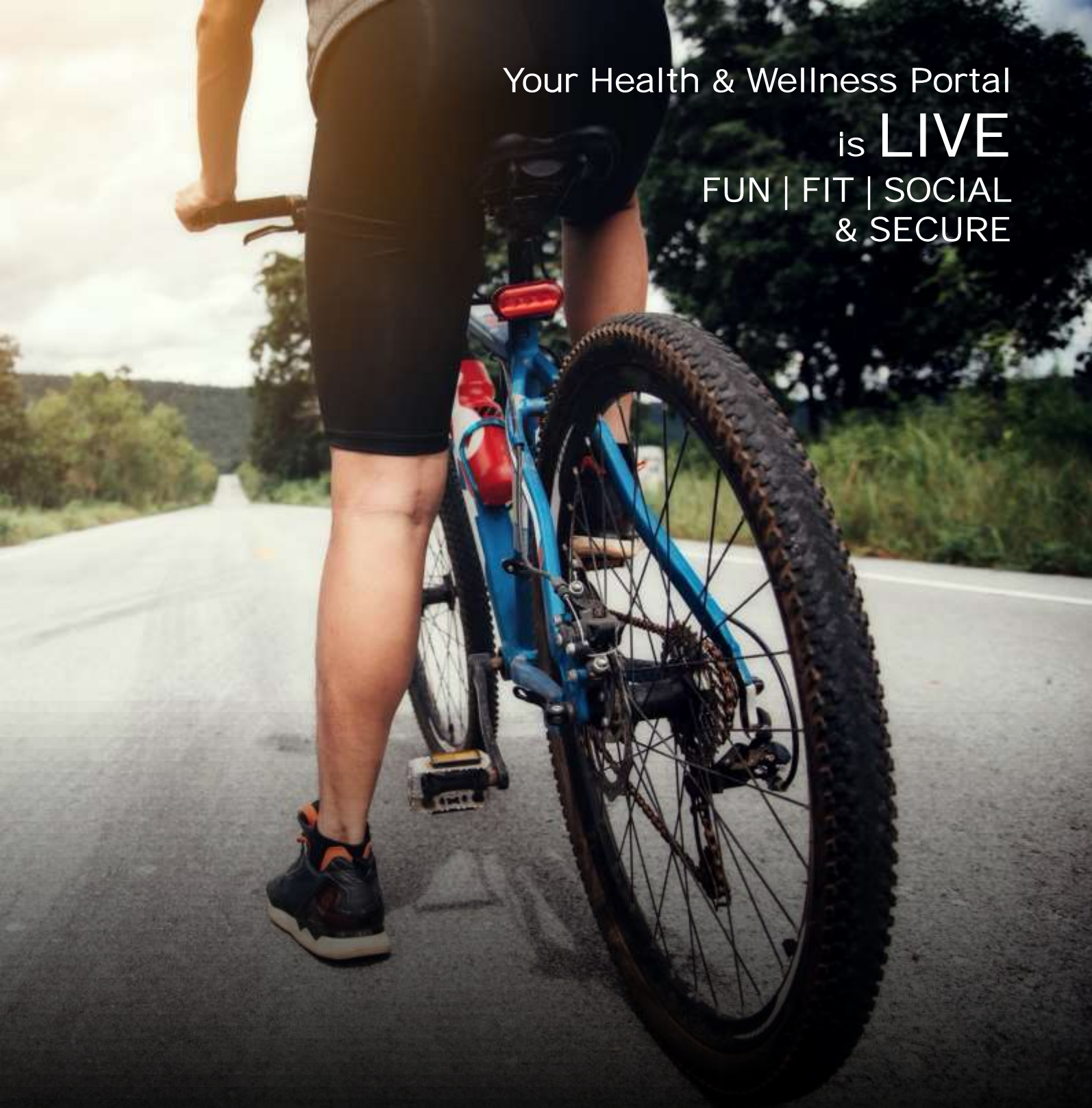
Your Health &  
Wellness Portal is  
**LIVE**  
FUN | FIT | SOCIAL  
& SECURE

Fan Health Network  
Captain Eddie  
George  
NFL Legend, Heisman  
Trophy Winner, Actor,  
Speaker, Entrepreneur.



Log on: [Healthyhabits.FanHealthNetwork.com](https://Healthyhabits.FanHealthNetwork.com)

**LIVE WELL | WORKWELL**



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TO WELLNESS**

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Fan Health Network  
Captain Sean Burch is an  
explorer and  
conservationist holding 8  
World Records.



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