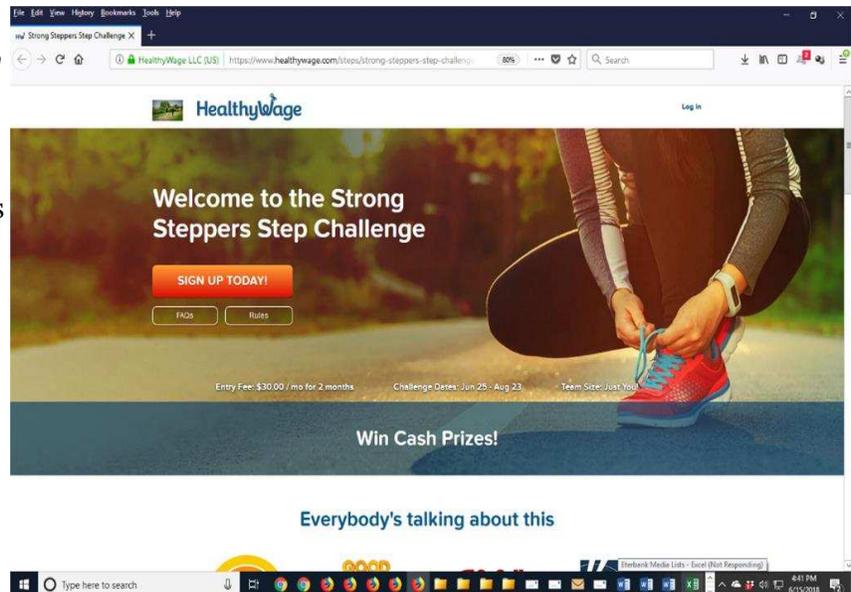


Study Finds Cash Rewards Key to Wearable Fitness Tracker Success, Increasing Exercise Behavior

A [new study](#) published in the *Journal of the American Heart Association* found that offering monetary rewards to those using fitness tracker devices who set personal goals can notably increase physical activity. It substantiated that, while wearable trackers are a useful tool, combining their use with cold hard cash incentives and personal goal setting can enhance and sustain physical activity, giving folks the extra motivation needed to exercise and actually realize success with their health regime.



[HealthyWage](#)—the world’s leading purveyor of financially-induced diet contests for individuals and corporate and team-based weight loss challenges, synchs with all major step trackers (including Fitbit, Apple, Android, Samsung, and Garmin) and the company actually offers multiple monthly **Step Challenge Programs** with cash rewards synching ALL THREE of the key elements from the study: 1) Personalized goals; 2) Loss-framed financial incentive 3) Tracker usage. View details of an upcoming HealthyWage Step Challenge here: <https://www.healthywage.com/steps/strong-steppers-step-challenge/>

During registration, participants connect their required step tracker to get a baseline step count (median number of steps during the previous 45 days) and are assigned a personal step goal for the challenge of a 25% increase above their baseline. For instance, if they are currently taking an average of 4,000 steps per day, their goal is 5,000 steps and if they are currently taking 8,000 steps a day their goal is 10,000 steps. Participants contribute \$60 to participate. All of the money collected is redistributed to those who hit their goals (less a 25% administration fee to HealthyWage for administering the program)

"This study shows the importance of financial incentives in driving behavior change," notes HealthyWage co-founder David Roddenberry. "Having a fitness tracker alone does not get you moving. Engaging in a cash-fueled contest with your fitness tracker can get you moving and drive long-term, sustained, behavior change."

Please let me know if you would like to connect with a Step Challenge participant and/or

a HealthyWage executive on the below as I'll be happy to arrange.

About HealthyWage™

Industry-leading health and wellness, HealthyWage, provides cash incentives, social and expert-based support, tools and resources, and goal-setting and tracking technologies to address our nation's obesity epidemic and improve America's collective health. HealthyWage is at the forefront of the weight wagering movement, having formally created competitive, cash-fueled programs for more than 90 Fortune 500 and other companies, hospitals, health systems, insurers, school systems, municipal governments and other organizations throughout the U.S., and their program has been more informally run at more than 3,000 companies and organizations. The company was founded in response to academic research that proves even small cash rewards triple the effectiveness of weight-loss programs; that people are more effective at losing weight when their own money is at risk; and that social networks play a large role in the spread of obesity, and will likely play a large role in reversing obesity. Learn more online at <https://www.healthywage.com/>.
