PRESS RELEASE

2.5 Billion Steps and Counting

SimplyWell Expands Apps Marketplace After Successful Pilot Project

Omaha, NE – April 15, 2015, Pilot project results demonstrating positive health effects lead SimplyWell LLC to expand our Apps Marketplace. SimplyWell Members can now sync more than 100 devices through over 20 popular health and wellness apps to help them monitor health conditions, track activity and maintain or improve their health.

Pilot Project Reveals Broad Appeal

Members have been able to sync their Fitbit accounts with their SimplyWell Profile for more than a year. During that time, nearly 3,000 individuals from more than 150 organizations throughout the U.S. have done so. The results have been very encouraging.

SimplyWell Members have tracked more than 2.5 Billion steps during the pilot project. Among those who synced their Fitbit account to their SimplyWell profile, women outnumber men (57 percent and 43 percent respectively). The ladies recorded more than 1.5 Billion steps while the men recorded over a billion as well. Nearly 52 percent were born between 1965 and 1984. Another 34 percent are baby boomers and 14 percent are millennials, indicating the use of devices and apps to track activity and weight appeals to individuals of all ages.

It also appeals to individuals across the health spectrum.

An individual’s SimplyWell Health Score℠ is comprised of seven objective clinical metrics which identify their overall health. Health Scores range from 45 to 100 with higher scores indicating better health. Although not all Members with synced devices had a Health Score, among those who did nearly 51 percent reported Health Scores of 85 or higher indicating they had low health risks and were in generally good health. Almost 40 percent had moderate health risk indicated by Health Scores of 70-84 and probably experience a few health related problems or issues. More than 7 percent were at high risk of health related problems. In addition, over 7 percent were diabetic. Tobacco users constituted approximately 7 percent at the start of the pilot project.
Positive Health Impact Encourages Program Expansion

The most exciting aspect of SimplyWell’s pilot project is the health improvements experienced by many participants. Results from Members having both a Health Score and at least two health screenings indicate that:

- 4.5 percent raised their Health Score to 100.
- Nearly 10 percent improved their Health Score from moderate risk to low risk (Health Score 85+).
- Over 3 percent improved their Health Score to moderate risk (Health Score 70 – 85) from high risk (Health Score <69).
- Nearly 25 percent of individuals reporting they used tobacco products quit during the pilot project period.

A direct link between overall health and use of fitness devices or health apps could not be established.

Based on the results of this pilot project, however, SimplyWell believes the use of health devices can contribute to better health habits and is pleased to announce the expansion of our Apps Marketplace to include apps and devices from popular brands including Garmin, Adidas, Jawbone, Nike, Strava, iHealth, Withings and more. The new Apps Marketplace includes more than just activity trackers and scales. SimplyWell can now sync data from a variety of health related devices such as glucometers and blood pressure cuffs making it easier and more convenient for Members to keep track of their health.

About SimplyWell

SimplyWell LLC was founded in 1998 by a group of pioneering medical professionals in Omaha, Nebraska, who envisioned improving wellness and workplace productivity, while cutting health care costs. Since that time, our team of health-conscious experts has developed relationships nationwide to effectively integrate employers, physicians and individuals in personal and population wellness.