

LONG BEACH UNIVERSITY | inhealth

The Future of Wellness Technology


Research, wearables, and tech-enabled services

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Thank you for joining!

- Associate Professor, Fitness Option, California State University, Long Beach
- Chief Science Officer, inHealth Lifestyle Therapeutics, Inc





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Wellness Technologies/Trends are Redefining The Fitness Industry in 2022+

The new normal is far more tech-driven.

5 WAYS YOU CAN USE WELLNESS TECH!

3

Wellness Industry is Driven by Cost...

**133 Million
Adults in US**

52% of adults have a chronic disease driven by lifestyle

\$3.8 Trillion

economic burden of chronic disease epidemic

US Census 2020
Buttorff C, Ruder T, Bauman M. Multiple Chronic Conditions in the United States: Rand Corp.; 2017.

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..... And Demand

Adherence	Outcomes	Cost	Demand
45% of patients are non-adherent to life-saving medications (CVD, Diabetes, Cancer)	40% of adults have multiple chronic conditions	\$1.1T spent on direct expense to help treat chronic disease, but it keeps getting worse	\$1.5T spent on health, fitness, nutrition, appearance, sleep, and mindfulness.

Callaghan S. and Teichner W. (2021) Feeling good: The future of the \$1.5 trillion wellness market. McKinsey's Consumer Reports
Hoffman D. (2021) The future of chronic disease prevention in 2022. The National Association of Chronic Disease Directors

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Where are we headed?

VISION FOR THE FUTURE OF WELLNESS (2030)

Health
\$163B. Medical, Self-triage, Digital first, Remote monitoring, Home Health, e-Rx

Fitness
\$35B AI-home solutions, enhance home wellness, hybrid, on-demand, wearables

Nutrition
\$62B. Image logging, image capture macros, voice command logging, customized digital plans, meal delivery, DTC, Clinical partnerships

**6 Rising
Wellness
Tech
Categories**

Sleep
\$41B. Sensors, wearables, med device/app, digital Rx sleep studies, "smart" fridge

Mindfulness
\$1.2B. Mental and emotional support, networks, AI driven Dr. AI driven cues, "SMART" homes

Coaching
\$11.6B US tech-enabled services to support lifestyle change, Rx-able

We need to keep up!

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Callaghan S. and Teichner W. (2020) Feeling good: The future of the \$1.5 trillion wellness market. McKinsey's Consumer Reports






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Better and Smarter Technology
CONNECTED AND CUSTOMIZABLE

<p>Understand Motivations</p> <ul style="list-style-type: none"> • Search engine • Social media • Purchases 	<p>Learns Interests</p> <ul style="list-style-type: none"> • App interactions • Doctor Recs. • Device data • Wearables • vitals/labs 	<p>Serves up Options</p> <ul style="list-style-type: none"> • Nutrition • Exercise • Breaks • Mindfulness • Sleep 	<p>Collects & Analyzes Data</p> <ul style="list-style-type: none"> • Steps • HR • Sleep Habits • Screen time • Appointment Types • Outcomes • Reminders
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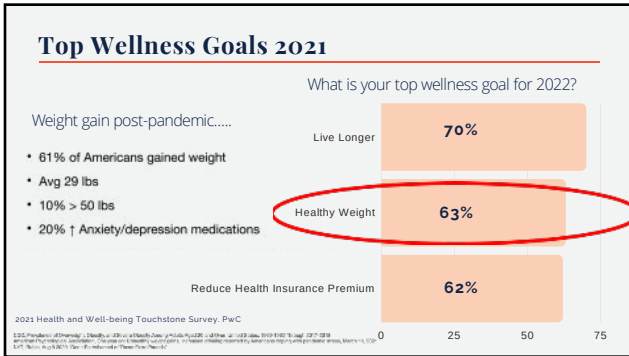
Meet Jen

 <p>Physician Diagnosis: Obesity, OSA</p>	
 <p>Self-Triage Weight loss support, better sleep</p>	
 <p>Apps & Wearables Helped for a little then stopped.</p>	
 <p>Looks for Professional Fitness Professional, Nutrition Professional, Health coach</p>	

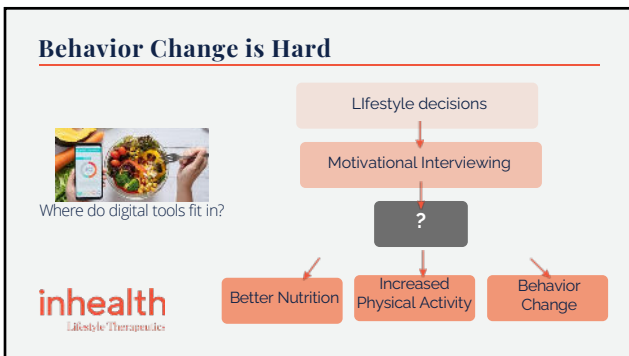
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Whats the #1 Goal that your Clients have?

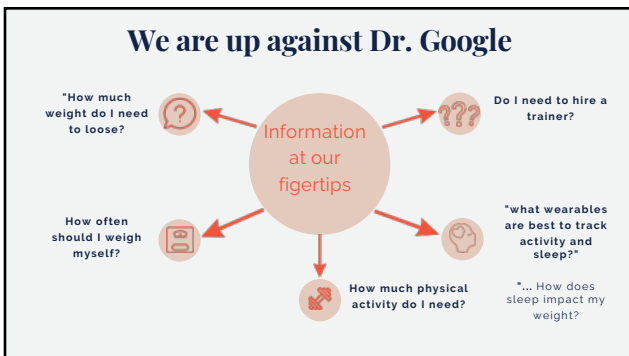
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Types of Wellness Tech for Fit Pros



Devices
Wearables (fitness)
Remote monitoring (health)
Disease Management



Platforms
Business tech tools
Apps
AI



Tech-Enabled Services
Telemedicine
Telehealth (Fitness/Wellness)
Hybrid
On-demand

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Wearables

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Wearables

Easily Collect and Monitor Data

\$169B
Market by 2030

Fitness

- Trackers
- Accelerometer
- GPS
- Smart watches
- HR monitors
- VR
- Sweat sensors

\$2.1B
Aquisition

Health

- ECG,
- A-fib
- Blood Pressure
- Stress Management (HR)
- Skin temp sensor

Fitness <> Health

Expanded access to health information

Rank	Trend
1	Wearable technology
2	Management (Medical Training, HR)
3	AI/ML/Analytics
4	Training with live analytics
5	Medical training
6	Guidance of Medical Staff
7	Block chain training
8	Virtual programs for e-therapeutic
9	Health/wellness coaching

Thompson W. Global WORLDWIDE SURVEY OF FITNESS TRENDS FOR 2020 - 2025/26-28

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Track Often = More Outcomes

Whatever you track you can improve!

Tracking drives awareness

Significant ↑ PA




Encourage your members to track their health-based data and progress on a fitness tracker.

Increased from sedentary to MIPA

Professional feedback

Chaffin et al. Can Health Monitoring Increase Physical Activity? A Randomized Controlled Trial of a Personalized Behavior and Data Analysis. J Nutr Educ Behav. 2009; 41(5):428-438. doi:10.1016/j.jneb.2009.04.006



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Weigh Often = Lose More!

Daily Weighing is effective!

Tracking drives awareness

2x weight loss

Tracking weight daily can lead to DOUBLE the weight loss!

-7 vs. -3 kg @6 mo!

Professional feedback weekly

No negative impact on body satisfaction

Welsh et al. Is frequent self-weighing associated with poorer body satisfaction? Findings from a phone-based weight loss trial. J Nutr Educ Behav. 2009; 41(5):428-438. doi:10.1016/j.jneb.2009.04.006

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Log Often = Lose More!

Daily Journaling is effective!

Tracking drives awareness

2x weight loss




Daily Journaling nutrition can lead to DOUBLE the weight loss!

> 10% WL @6 mo!

Professional feedback weekly

Harvey J. et al. Log Often, Lose More: Electronic Dietary Self-Monitoring for Weight Loss Obesity (Liver Spring). 2019; 27(3): 380-384

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Wearables

What Motivates You?

- Regularly review client goals and progress... **OUTCOMES**
- Keep the momentum up... **CONSISTENCY**
- Find mentors – a mentor is someone who is experienced in the habit you want to change. ... **SUPPORT**

A Systematic Review on What Features Should be Supported by Fitness Apps and Wearables to Help Users Overcome Obesity

Altank, RM

Publication Type: Journal Article
 Citation: International Journal of Research in Engineering and Technology, 2021, 10(10), 85-89
 Issue Date: 2021-09-25

Goal Setting

Monitoring Tracking

Feedback

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Wearables

Self-monitoring is core to behavior change

Original Research
 A Review of Literature Technology Based Weight Loss Interventions: Five Key Components

1. Patient **Education**
2. **Self-Monitoring** and technology
3. **Individualized Feedback**
4. Regular Communication with **Professional**
5. Applicable to their **Health/Fitness Goals**

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Device Overload!

↑ **Co-morbidities** = ↑ **likelihood to stop monitoring**

Healthy group: 76% used devices
Multiple co-morbidities group: 16% used

Shaw RJ, Santambrogio DM, Barnett J, Modanlou F, Geraghty N, Cunningham T, Mason M, Shattuck-Holt M, Clemons SC, Bennett GD, Sawvirth HB. Mobile health devices: will patients actually use them? J Am Med Inform Assoc. 2016 May;23(2):e6-6. doi: 10.1093/jamia/ocv186. Epub 2016 Jan 17. PMID: 26918780. PMCID: PMC491372.

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9 out of 10
want to be connected outside of sessions

Digital Tools in-between Sessions
Many platforms already connect!

Thomson W. Global WORLDWIDE SURVEY OF FITNESS TRENDS FOR 2022 - ppt@wii-18

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Platforms

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Platforms - Tracking in be

Self-monitoring • Feedback is core to continued behavior change

Real-time data = better results based on the data.

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Platforms -Business Side

Automated is best for Engagement, Content, Marketing & Challenges!

Use it for Automation

Marketing Automation

Campaigns

- New
- Active
- Delinquent
- Cancellations
- Challenges
- Services
- Classes

Lead Management

Lead > Acquired Client

- Sign ups
- Cancellations
- Financials
- Tasks
- Workflows
- Inventory



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Platforms - Business Side

Top rated Gym CRMs

Product	Best for	Pricing*
Gymdesk	Best gym management software overall	\$75 /month
Minebody Business	Top fitness studio software	\$159 /month
PurePass	Best free gym membership software	\$159 /month
Gym-Master	Greet gym POS system	\$89 /month
Zen Planner	Good gym check in software	\$121 /month
Glafax	Top CRM for gyms	Contact vendor
EZFacility	Greet software for fitness businesses	Contact vendor
RhinoFit	Good fitness club software	\$57 /month
Virtuagym	Top gym billing software	Contact vendor
WellnessLiving	Greet gym scheduling software	\$59 /month

*Prices start at


https://crm.org/newest-best-gym-management-software

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Platforms-Apps

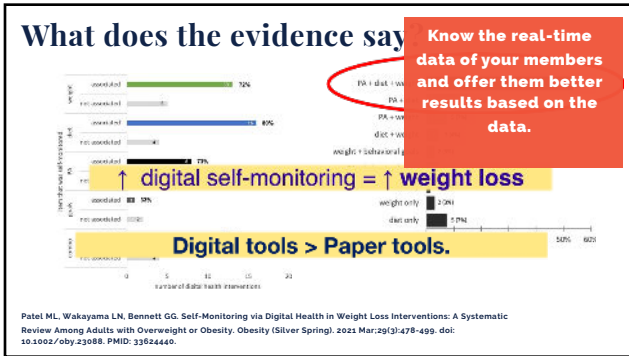
**2009 to 2019:
Systemic review of 39 RCTs
67 interventions**

- 81% tracked diet
- 72% tracked weight
- 82% tracked PA



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Patel ML, Wakayama LN, Bennett GG. Self-Monitoring via Digital Health in Weight Loss Interventions: A Systematic Review Among Adults with Overweight or Obesity. Obesity (Silver Spring). 2021 Mar;29(3):478-499. doi: 10.1002/oby.23086. PMID: 33624440.

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Apps

COMPLEMENTARY TO FITNESS PROS
Engage More - Greater Results

TOP RATED APPS:

- Best Overall: MyFitnessPal.
- Best Budget App: Daily Workouts Fitness Trainer.
- Best for Apple Watch: Zones for Training.
- Best for Monitoring Nutrition: Fooducate.
- Best for Yoga: Glo.
- Best for Beginners: Sworkit.
- Best for Weightlifting: JEFIT Workout Planner Gym Log.
- Best for Meditation: Headspace.

<https://www.verywellfit.com/best-fitness-apps-4173707>

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Tech Supports Self-monitoring

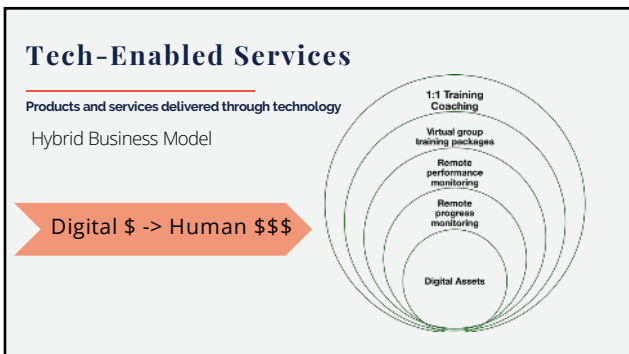
<p>Track Often = Move More!</p> <ul style="list-style-type: none"> • Daily step tracking is effective. 	<p>Log Often, = More Results!</p> <ul style="list-style-type: none"> • Daily Journaling is effective 	<p>Weigh Often= Lose More!</p> <ul style="list-style-type: none"> • Daily weighing is effective! 	<p>Fit Pro is Needed</p> <ul style="list-style-type: none"> • Individualized Feedback • Regular Communication • Apply to their Health/Fitness Goals
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Callaghan S, and Teichner W. (2021) Feeling good: The future of the \$1.1 trillion wellness market. McKinsey's Consumer Reports. Hoffman D. (2022) The future of chronic disease prevention in 2022. The National Association of Chronic Disease Directors.

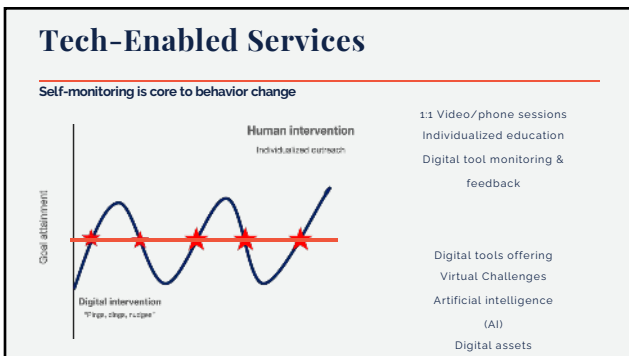
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Tech-Enabled Services

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Tech-Enabled Services

Self-monitoring is core to behavior change

Set Human "Triggers"

- Increase in wt threshold (ex: + X lbs)
- Reduced activity threshold (- X steps)
- Lapse (Acute stress / trauma)
- Relapse (prolonged stress / trauma)

Set Digital "Triggers"

- Weight maintenance
- Maintained PA
- Self-paced workouts/education
- AI / Challenges

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Human Vs Digital

- 12- weeks, BMI 29.8 kg/m²
- Wireless scale & accelerometer
- LIVE visits vs Automated messaging

MAJOR FINDING

- Greater weight loss with Professional Support

100% Automated not effective

> 10% **> 5%**

Martin, C.K., Miller, A.C., Thomas, D.M., Champagne, C.M., Han, H., and Church, T. (2018). Efficacy of SmartLossSM, a smartphone-based weight loss intervention: Results from randomized controlled trial. Obesity, 23(9), 944. <https://doi.org/10.1002/oby.23002>

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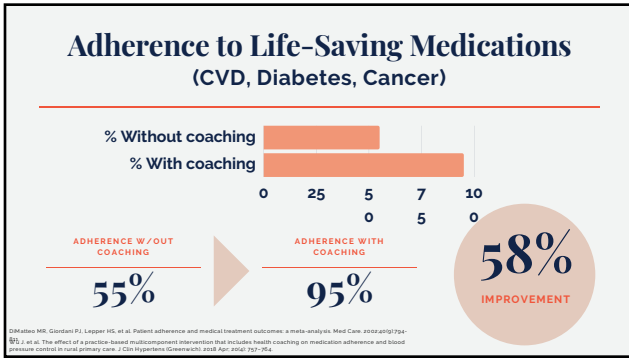
Tech-Enabled Services

Online fitness classes, program, & consulting

- On-Demand
- Formatted Programs
- Virtual Training
- Community Support

Support your clients with a hybrid business so that they could carry out their fitness routine from anywhere in the world at any time.

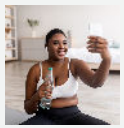
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How can this be applied?

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Jen's Journey

TECH CAN FIT INTO YOUR WORKFLOW

Activated	Welcome Campaigns, Content to explore, Program Options, Upsells
Enrolled	Automated Campaign: "What to expect." Content suggestions
Engaged	Content recommendations, Engagement Campaigns, Motivational messaging, Remote Monitoring
Empowered	Challenges, Community Support, outcomes • Motivational Messaging
Connected	Hybrid, On-demand, Social
Disengaged	Re-engagement Campaigns, Calls/text for RTA, coaching, education

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5 Takeaways... you can adapt to this wellness technology

- 1 Encourage your members to **track** their health-based data and progress **and give feedback**
- 2 Utilize fitness technology to create some sensational **marketing campaigns and challenges.**
- 3 Take into consideration the data tracked by wearables/devices to provide **personalized fitness regimes** to your members.
- 4 Know the real-time data of your members and **offer them better results based on the data.**
- 5 Serve your clients with a **hybrid business model** so that they can connect from anywhere.

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Thank you!

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