



PHC CASE STUDY

# FITLIVIN'

LIFEOMIC 2019



FitLivin' is a wellness coaching brand that helps employers strategize and implement successful wellness solutions. Matt Shade, the owner of FitLivin', runs programs that help employees take ownership of their health.



## THE PROBLEM

As the business began to scale, Matt recognized the need for a more robust technology solution to handle the number of employees participating in wellness coaching.



*"I need a way to engage individuals in making one or more healthy lifestyle changes at scale, and I need to prove that engagement to employers."*

Matt also recognized that creating a community for these individuals is integral in the success of their journey, especially for those who work remotely or on distributed teams.

# THE SOLUTION

The Precision Health Cloud (PHC) paired with the LIFE Extend mobile app (LX) is the perfect solution to meet a corporate health coach's need to create community and drive motivation at scale. LX gives participants a straightforward, comprehensive way to track healthy activities under 5 pillars of health, including healthy plant intake, activity, mindfulness, sleep and intermittent fasting.

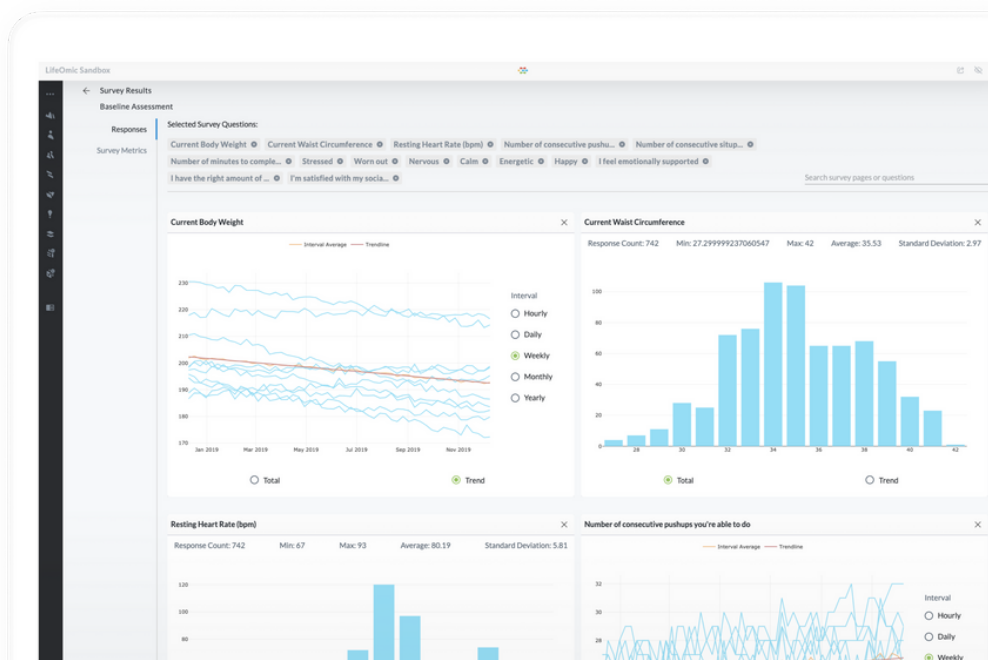
Several pillars can be tracked automatically through wearable integrations via Apple HealthKit, Fitbit or Oura. Social circles allow participants to share wins and motivate one another, alongside their health coach.

The PHC provides coaches with a real time mission control view into their population's self-reported LX data, integrated wearable data, and survey data. Coaches can view progress and send motivational messages throughout a coaching program at both an individual and aggregate level.

Collect any additional desired data via custom surveys that can be created and assigned to participants in set intervals to on a cadence set by the coach. All this information lives in one place and is searchable, which makes tracking progress efficient and scalable.



**PRECISION  
HEALTH CLOUD**





# THE OUTCOME

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The social circle created in LX for the program encouraged more healthy behaviors from the group, and the circle has even remained active with peer encouragement beyond the official end of the program.

*"People love helping each other, so once they see success for themselves, they can become mentors to others within the circle."*