

# GRACE HOPPER CELEBRATION



ANITA  
B.ORG

Making Gains by Going Digital

#GHC19

# FORMING HABITS



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# DAILY HABITS



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# WEEKLY HABITS

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WHY WE'RE  
FOCUSED ON  
HEALTH

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# RISE OF HEART DISEASE

Heart disease is the leading cause of death in the United States, killing more than 600,000 people each year.<sup>1</sup>

1. [https://www.cdc.gov/heartdisease/statistics\\_maps.htm](https://www.cdc.gov/heartdisease/statistics_maps.htm)



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# STROKE

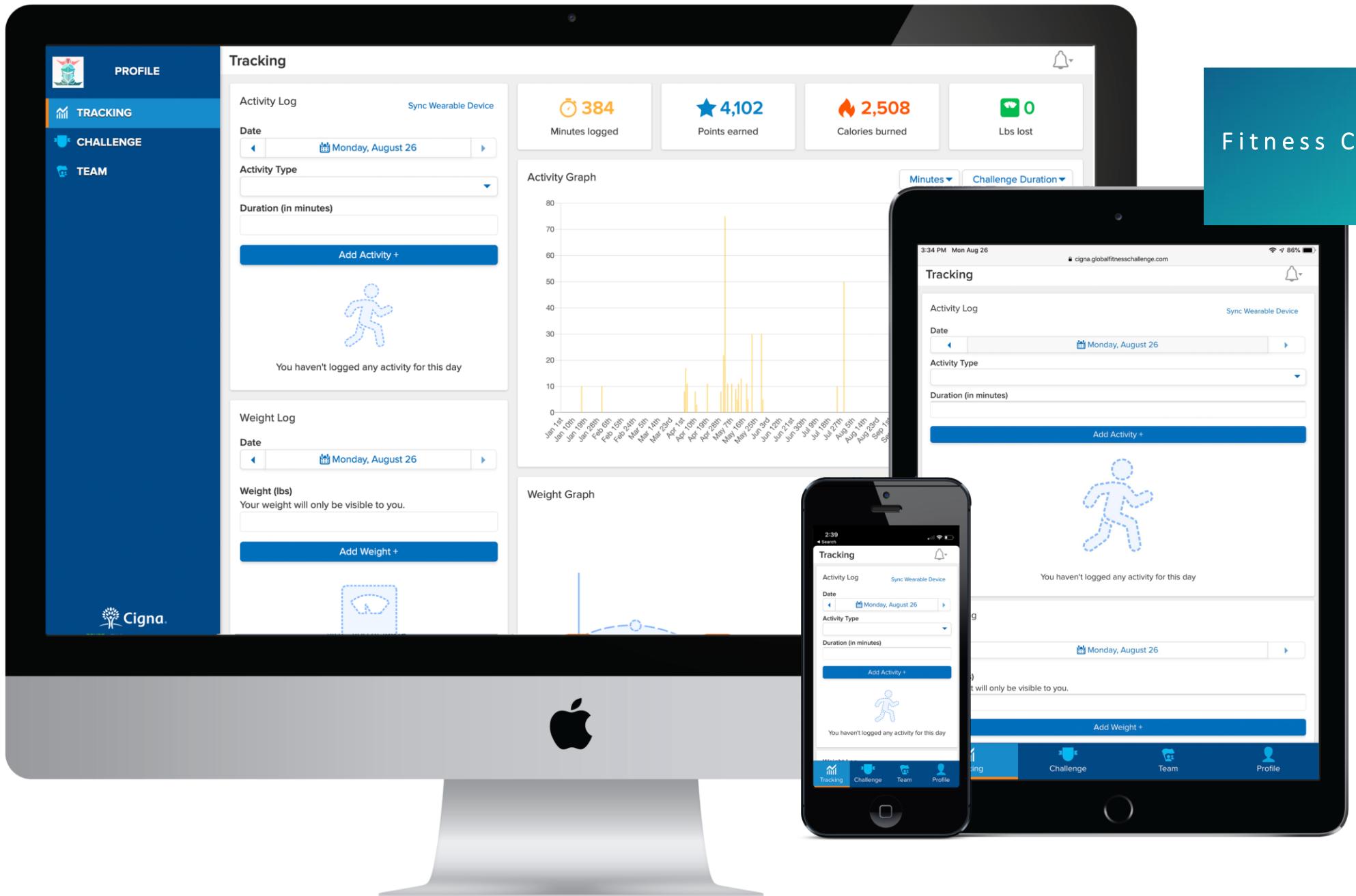
One in five women in the United States will have a stroke in her lifetime.<sup>1</sup>

<sup>1</sup><https://www.cdc.gov/stroke/women.htm>



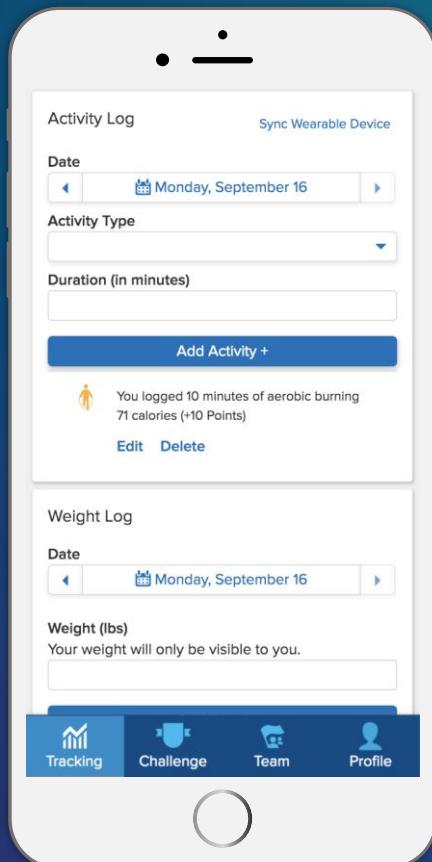
# PREVENTION

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# Health Tracking



## ACTIVITY LOG

Activities include aerobic, cycling, elliptical, hiking, jogging, running, sports, strength training, swimming, walking, and yoga.

## WEIGHT LOG

A daily weight log allows users to track their personal weight loss or weight gain goals.

## ACHIEVEMENTS

Awarded for logging activity, completing goals, and interacting with the app.

Options▼



Fitness Fun

## ▼ 10 team members (5 spots remaining)

Alan Maynard	Alexxis Letizia	Dylan Leonard
Hannah Reed	Ian Jacobs	Matthew McC...
Radhika Shar...	Sarah Chamb...	Scott Cote
Sean Dexter		

## Invite Members:

 Enter another participant's email address

## Pending Invitations

You have no invitations pending.

## Team Feed

Write something to share with your team!

Post



1

Rank

Team Activity Graph



Team Activity Graph

# Community

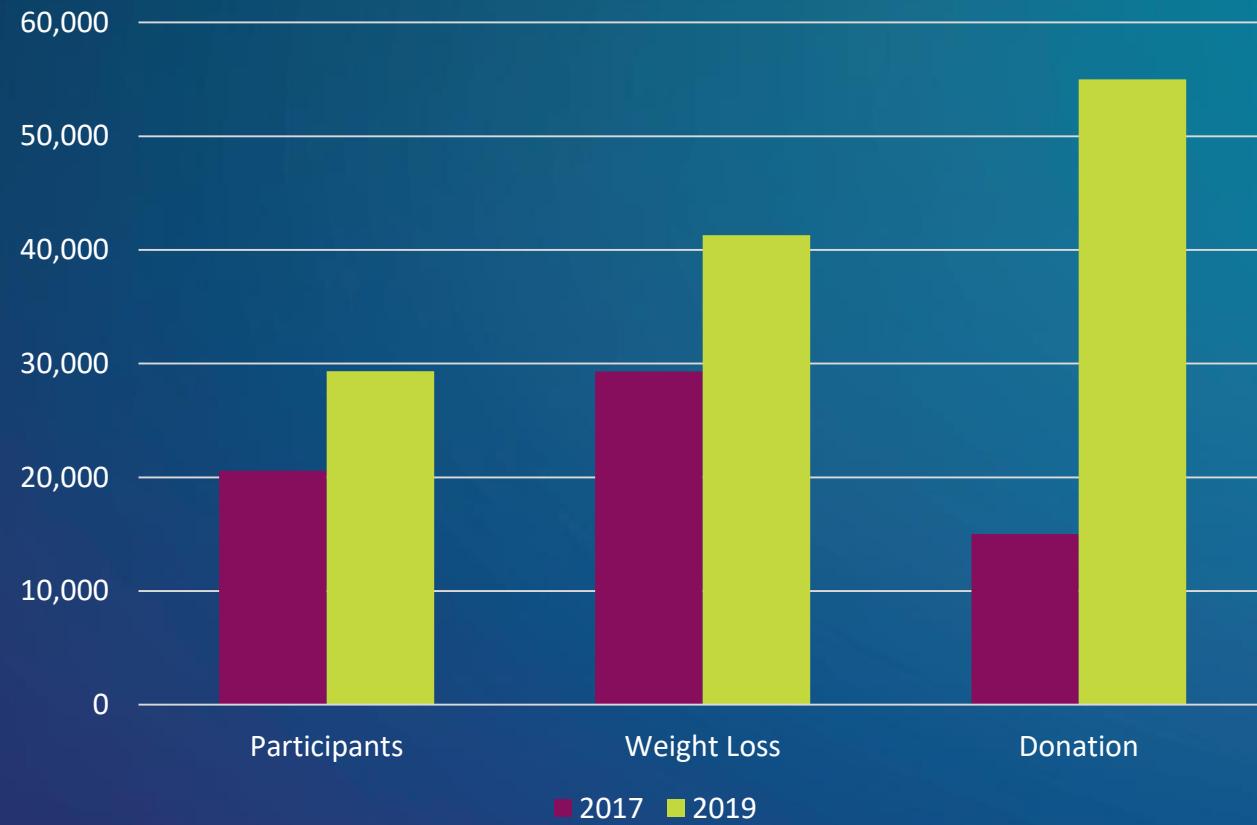
## Team Page

Users are encouraged to form teams within the application to spark friendly competition among participants. The team page includes access to team activity statistics and a team message board.

A photograph of a woman in a pink tank top and black shorts jogging on a paved path next to a lake. The path is bordered by a metal railing. The background shows a clear blue sky with some wispy clouds and a calm body of water. A large white circle, resembling a thought bubble, is positioned over the upper right portion of the image, containing the text "OUR MISSION".

# OUR MISSION

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# CHALLENGE STATISTICS

Over the last 3 years of running the Cigna Global Fitness Challenge, we have increased our participation, our weight loss, and our total donation numbers.

# 2019 CHALLENGE STATISTICS



TEAMS



FITNESS  
TRACKERS



OLYMPIAN  
BADGES (35  
HOURS)



HOURS OF  
ACTIVITY

# 20 Current Regions



# TECHNOLOGIES

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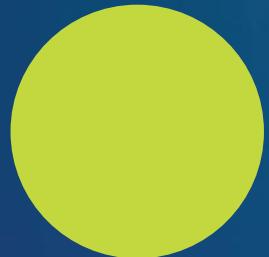


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# Future Plans



## SELF SERVICE

Implementing a fully self-service administrative portal to allow administrators access to create new challenges themselves.



## CUSTOMIZATION

Allowing administrators to customize goals prior to the start of their challenge for incentive purposes.



## NUMBER OF CHALLENGES

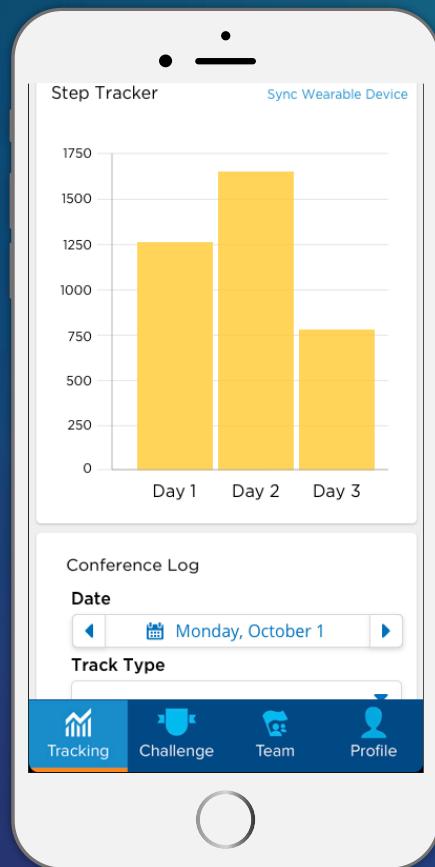
Our clients have committed to over 600 challenges for next year.



## TOTAL USERS

In 2020, 224,000 users are projected to use the Fitness Challenge platform.

# Step Challenge



For Grace Hopper, our team created a new kind of challenge. The step challenge is a passion project our team decided to implement, allowing for new learning opportunities and experimentation.

# Step Achievements



**CHECK IT  
OUT!**



[gh.globalfitnesschallenge.com](http://gh.globalfitnesschallenge.com)



Global Fitness Challenge

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Please remember to  
complete the session  
survey in the mobile  
app.

THANK YOU!



[linkedin.com/in/hannah-c-reed/](https://linkedin.com/in/hannah-c-reed/)



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