

GRACE HOPPER CELEBRATION



ANITA
B.ORG

Making Gains by Going Digital

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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.¹

1. https://www.cdc.gov/heartdisease/statistics_maps.htm



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STROKE

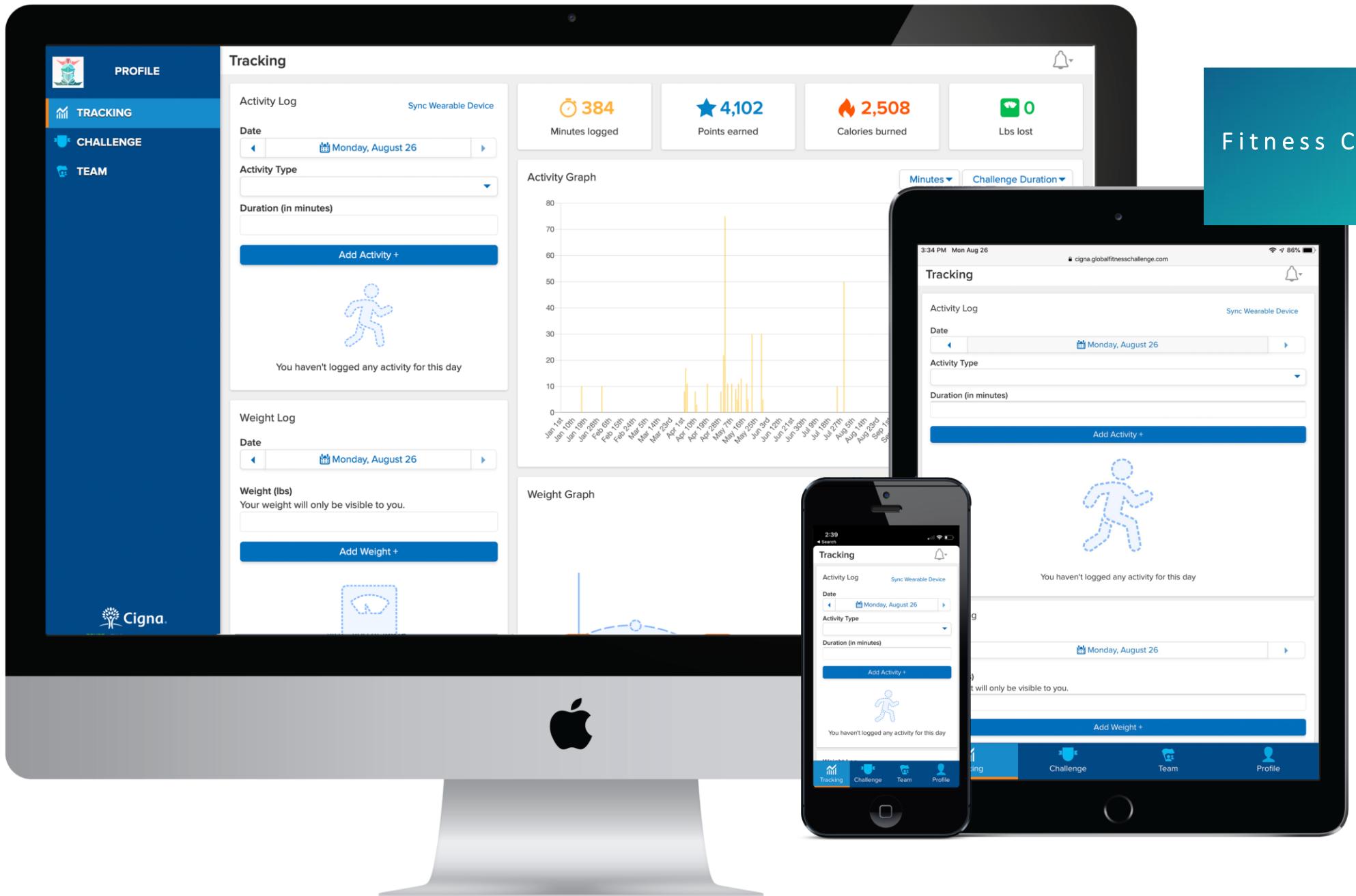
One in five women in the United States will have a stroke in her lifetime.¹

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



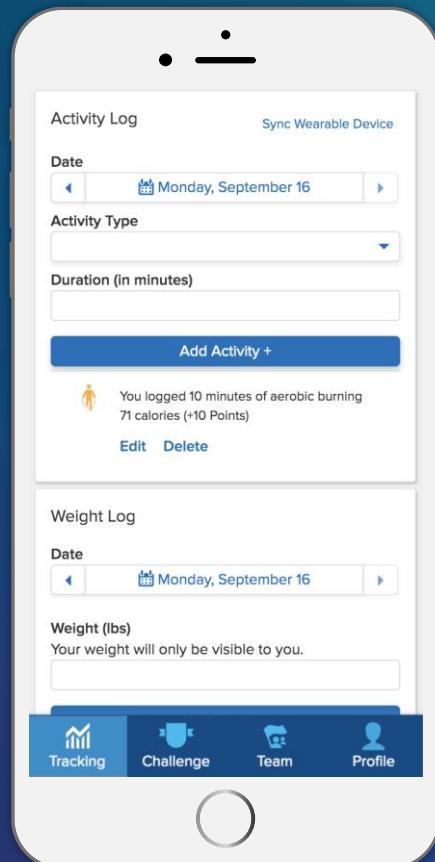
PREVENTION

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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

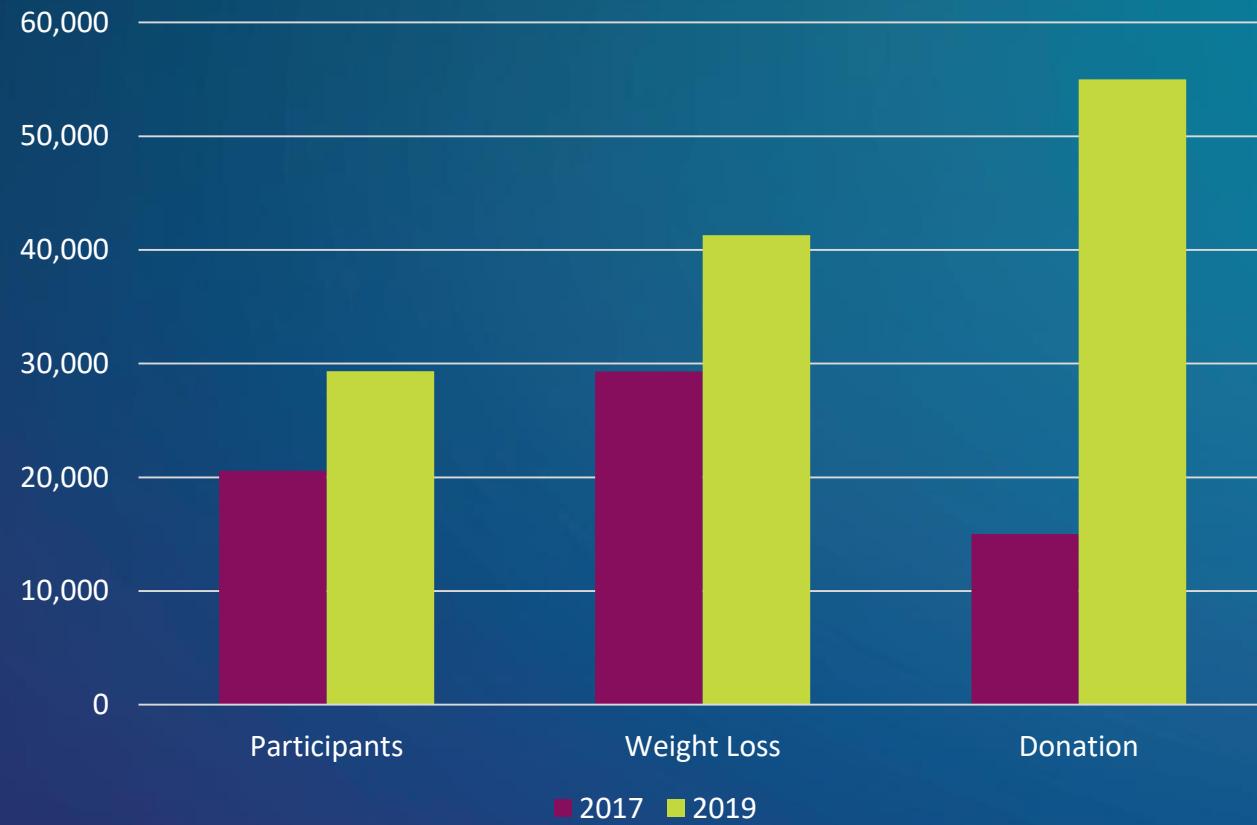
Team Page

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

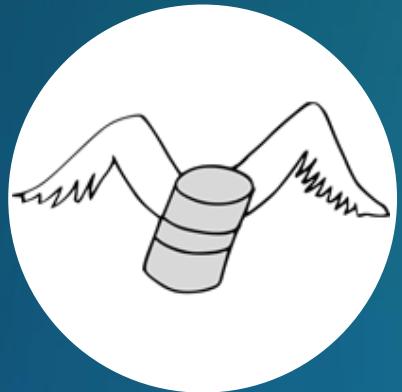
20 Current Regions



TECHNOLOGIES

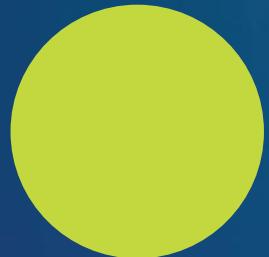


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Future Plans



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

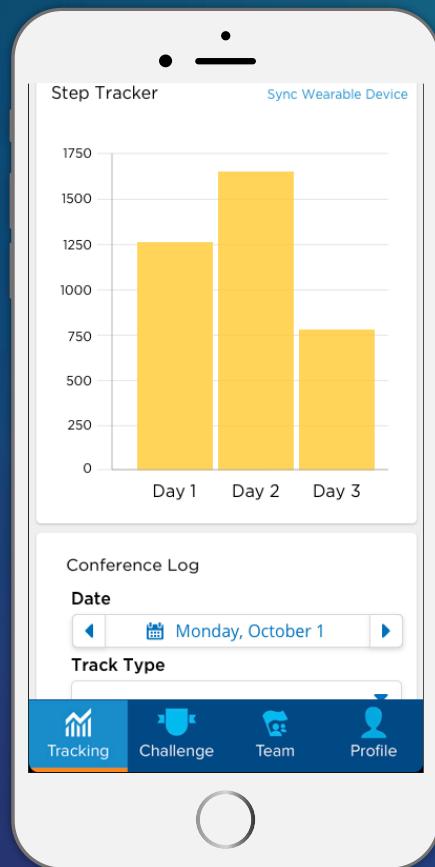
Our clients have committed to over 600 challenges for next year.



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



**JOIN THE
CHALLENGE!
E!**



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/



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