Fitchain Intro

Health data is becoming more interesting to health insurance companies, employers and municipalities.

Many organizations offer **fitness challenges to individuals for personal reward**.

bike to work OTTAWA

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Participate and win

With free resources and events — and great prizes — Bike to Work Month provides individuals and workplaces with a perfect opportunity to give commuter cycling a try and engage in a friendly competition.

Sign up to win

View prizes

There's plenty of room for progress. Photograph by Nicholas Kamm — AFP/Getty Images

EMPLOYEE WELLNESS

How To Actually Motivate Employees To Exercise

Hilary Brueck
Feb 16, 2016

Wellness in the workplace is no longer a passing fad. Today, more than 80% of large employers in the U.S. use some kind of financial incentive to help employees get active. IBM even offers employees free or low-cost Apple Watches to track their progress.

But just how effective are all these rewards systems at motivating the desk-bound masses? A new study released in the *Annals of Internal Medicine* Monday suggests all the cash incentives may not be doing much to get employees moving.

In the study, 281 overweight and obese employees at the University of Pennsylvania were asked to carry their

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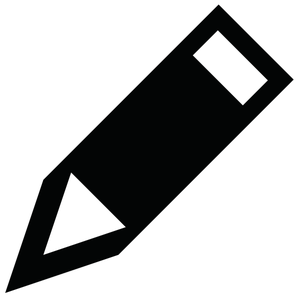
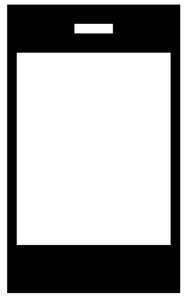
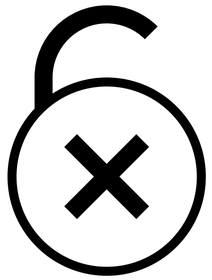


Yet most of these challenges are monitored through **hand recorded data** and trust of an individual to be honest about their activities.

It is easy to fake the data at any point.

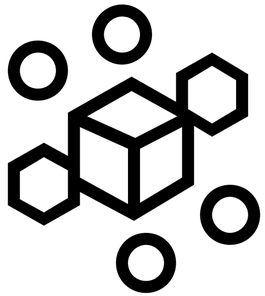


fitbits, smartphones and **wearable technology**
have the potential to automate
fitness challenges



The **dilemma** there is the **lack of privacy** in that model.

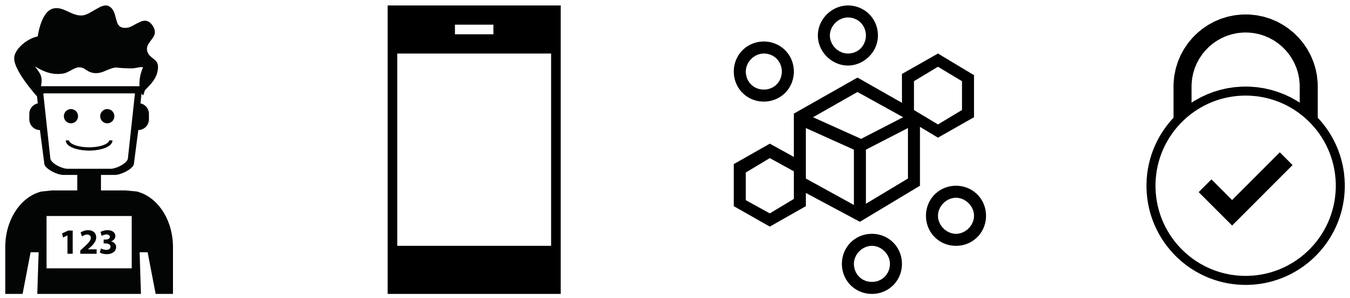
Fitness data often contains data beyond the workouts:
gps location, heart rate, bmi, weight, frequency of exercise and more.



Blockchain is first and foremost about a **peer to peer exchange of value**.

It is a shared, immutable ledger for recording the history of transactions.

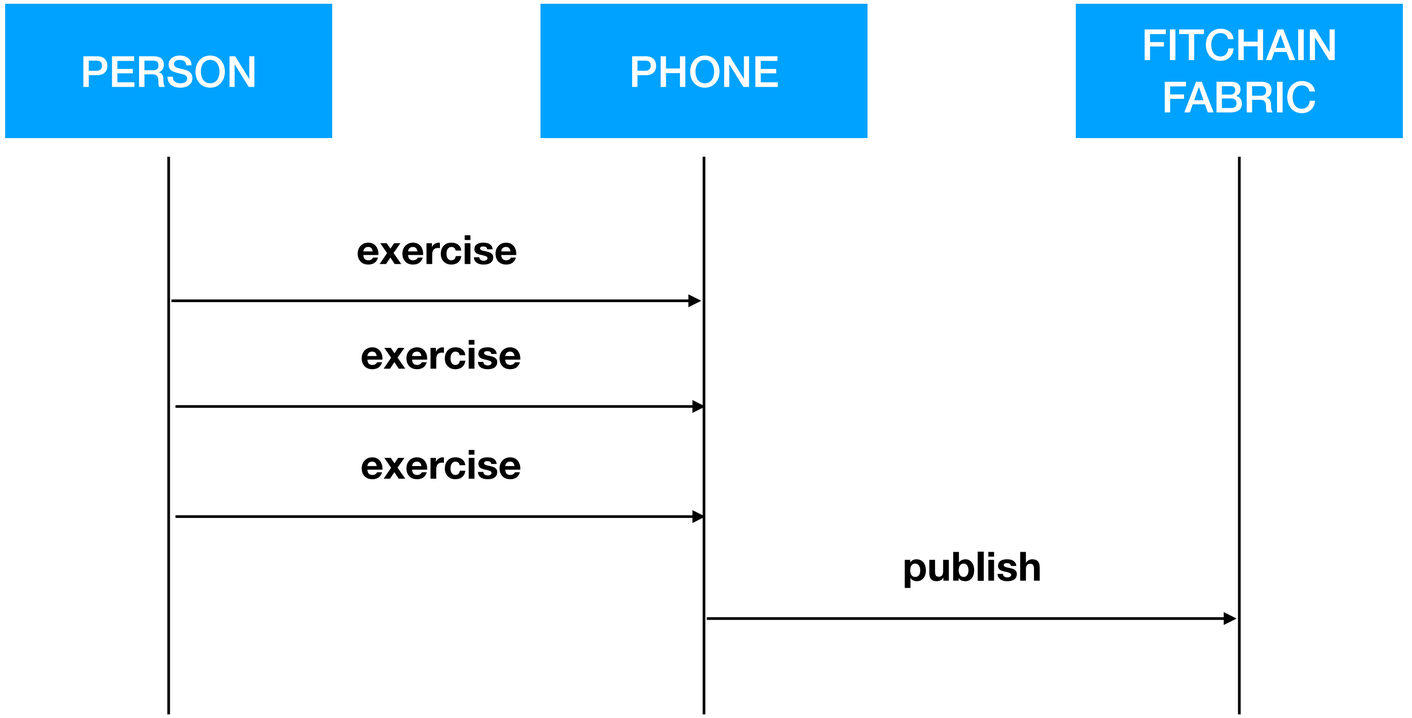
Blockchain stores transaction records in a series of connected blocks.



Blockchain fosters a new generation of transactional applications that establish **trust, accountability and transparency**.

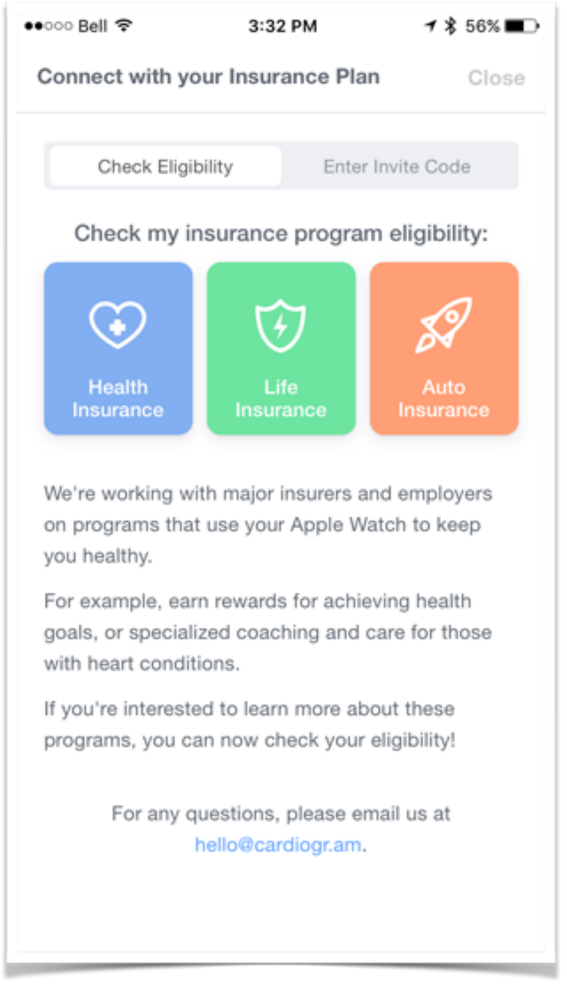
How could blockchain turn currently analogue fitness challenges into

trusted, transparent and private exchanges of value?



Exercise data doesn’t leave the phone

Just a token exchange to show acceptance and completion of a challenge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