

REIMAGINE. RETHINK. REBUILD.

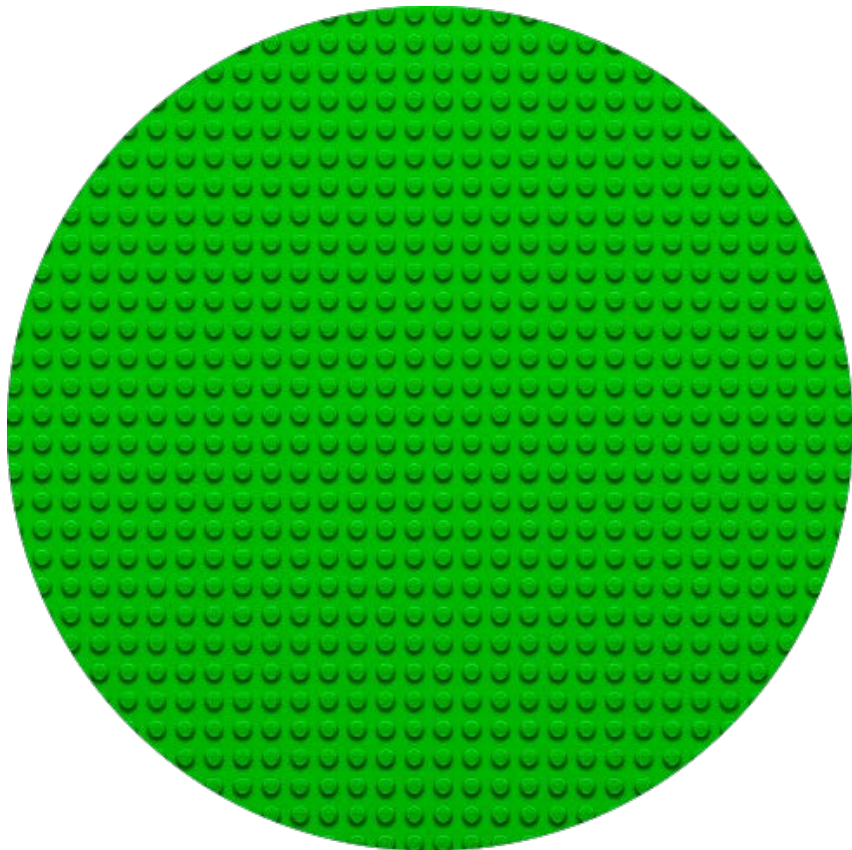
Considering changes in activity levels & wellness
since Covid

28.07.21



insight

foresight
dialogues 2021



AGENDA

Overview of ElevateMe Portal

Research questions

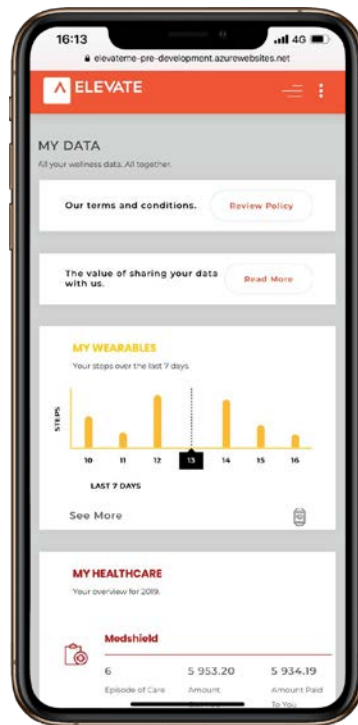
Methodology and considerations

Findings

Conclusion and discussion



THE ELEVATE *Me* PORTAL



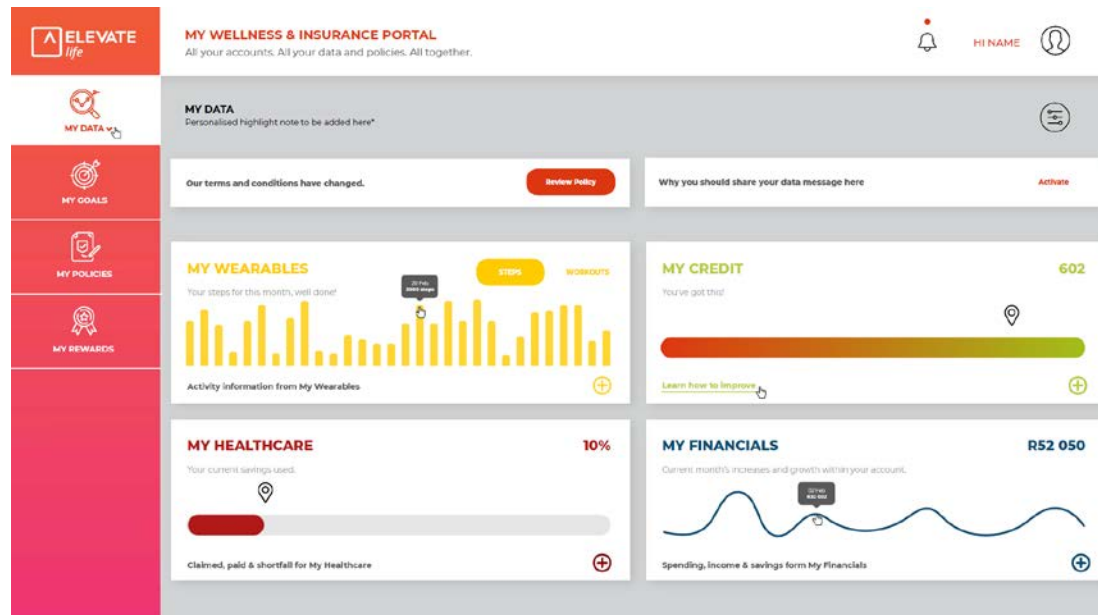
Comprehensive
omni source
data-driven,
engagement
engine.

THE ELEVATE^{Me} PORTAL.

Each quadrants of data collected on an opt-in basis:

- **Healthcare**
- **Lifestyle**
- **Credit**
- **Banking**

Presented intuitively, updated regularly. Allows a holistic 'Electronic Life view' of health and financial data.

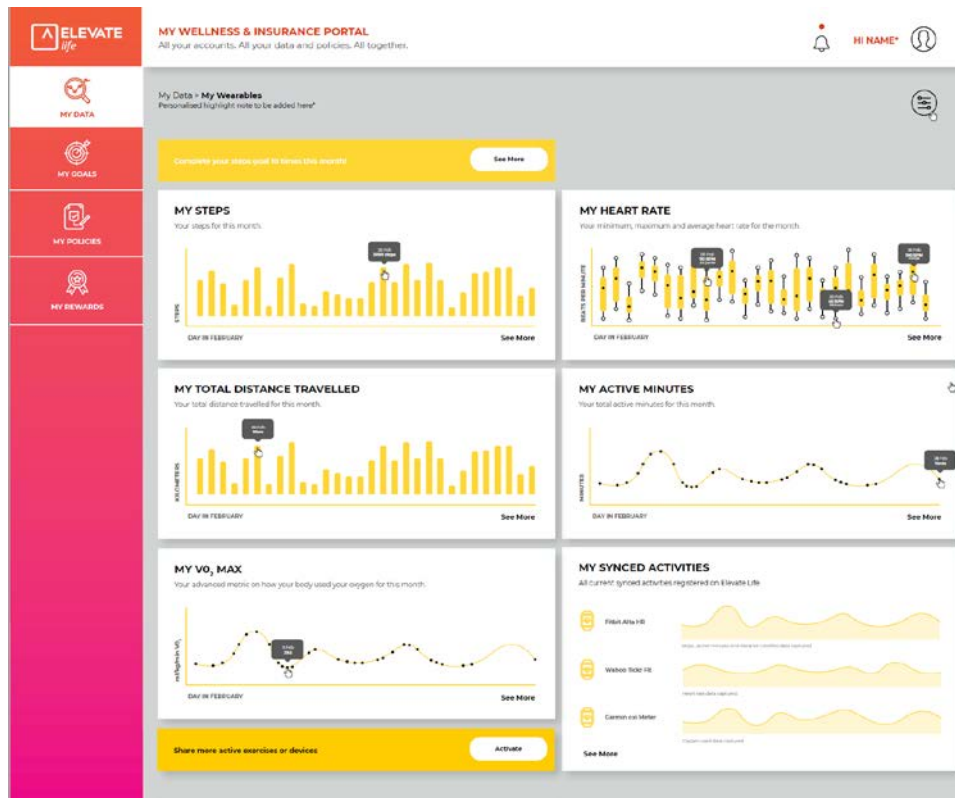


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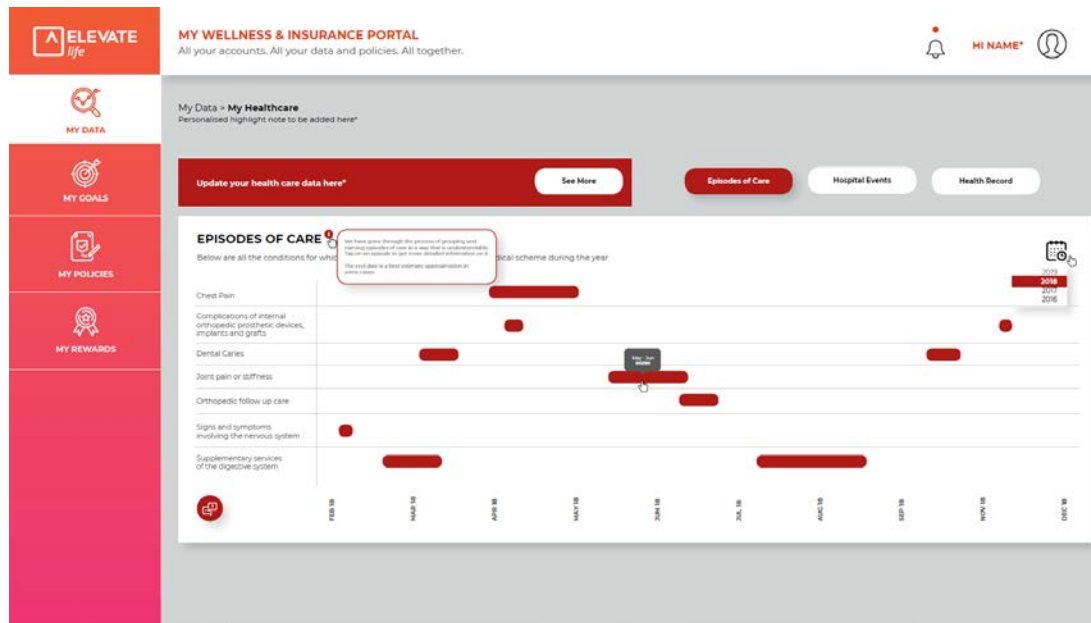


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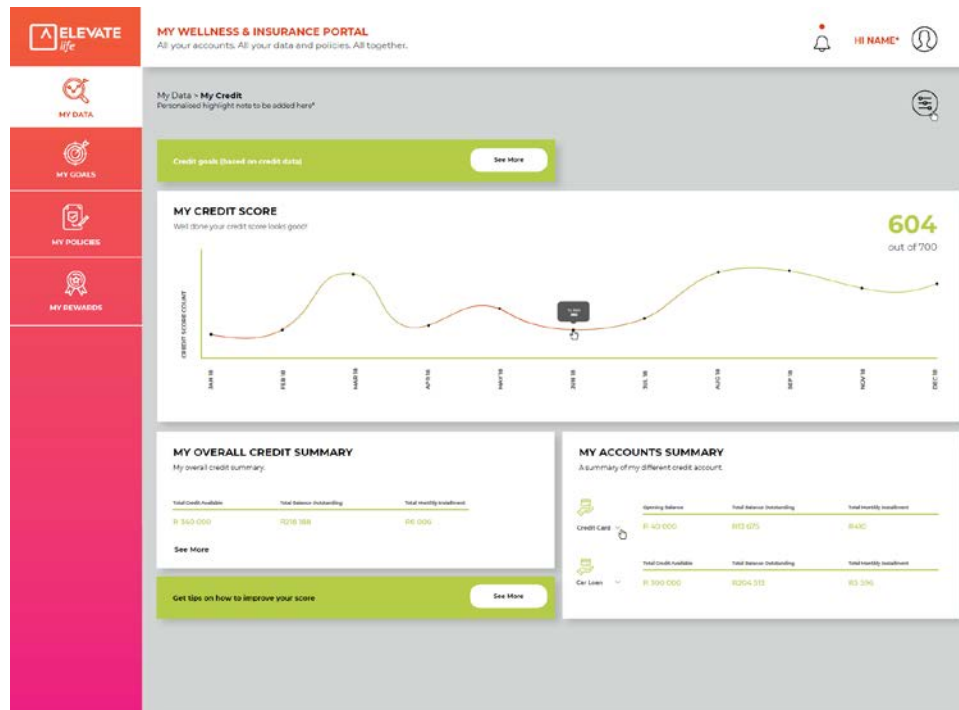


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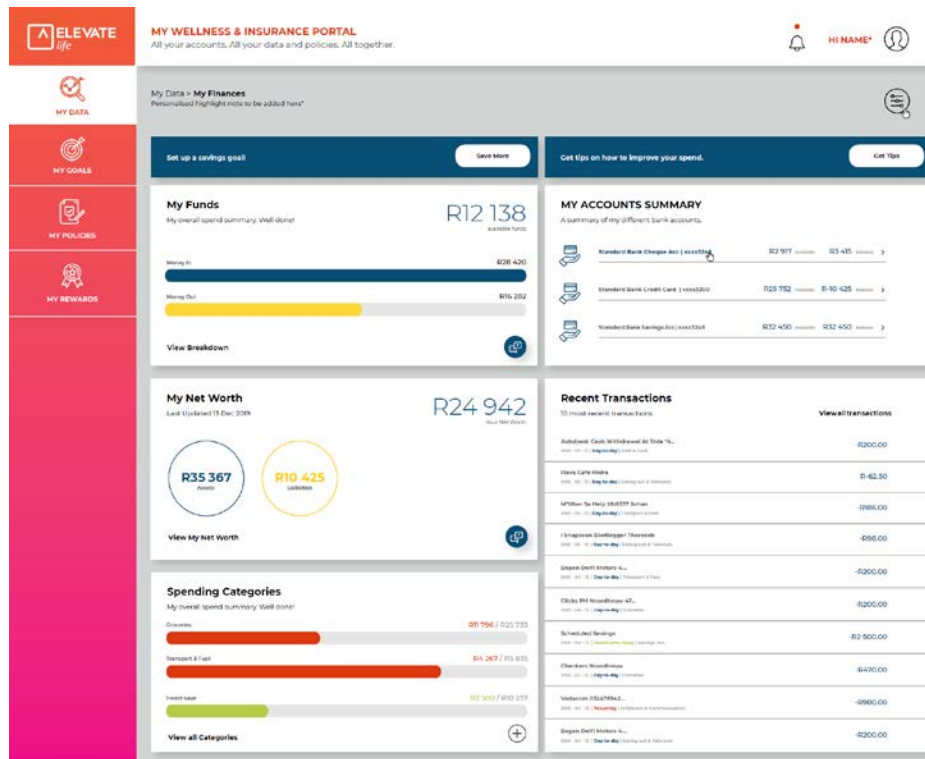
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BESPOKE WELLNESS GOALS.

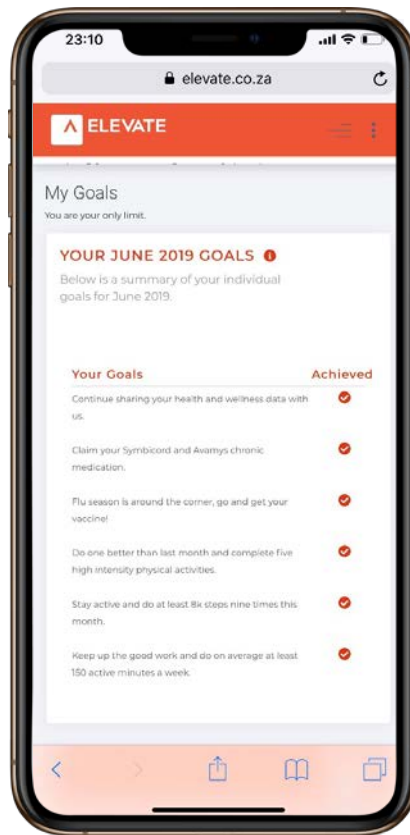
Goals provide **wellness plan for each user** and bring meaning, education and active engagement to the data shared.

Designed to **improve population wellness** of all users through small achieved steps

Goals are **dynamic and change every month** based on the customers wellness circumstances.

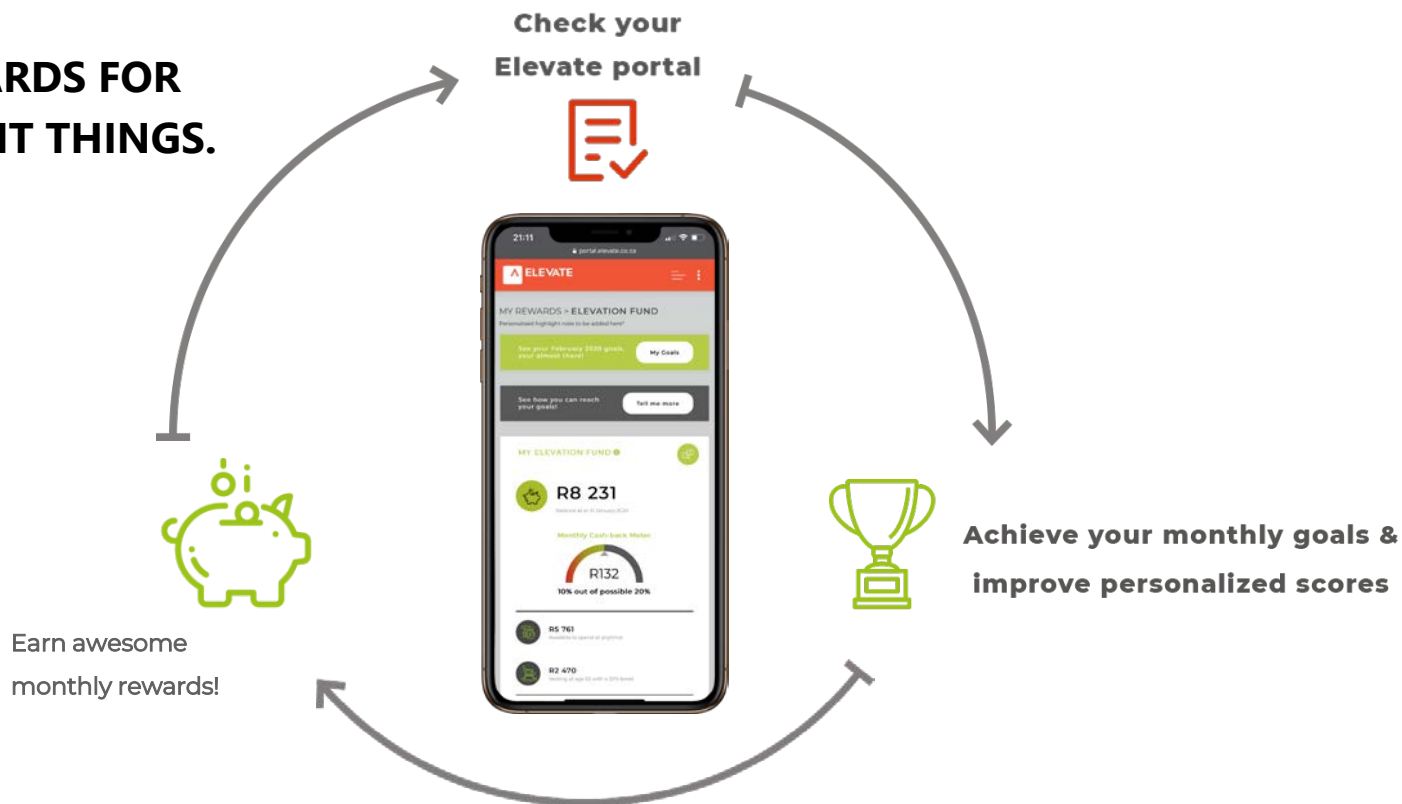
Goals are ordered and presented to the customers in **priority of the size of impact the goal** will have on their wellness improvement, considering each of the four dimensions of wellness.

Priority of the goal is used to determine the richness of rewards earned.



Personalised goals set each month based on shared data, individual needs and circumstances.

MONTHLY REWARDS FOR DOING THE RIGHT THINGS.





PHYSICAL ACTIVITY STUDY.

TRENDS DURING COVID – RESEARCH QUESTIONS

1. How has COVID affected the amount of physical activity people are doing?
2. How have external factors such as lockdowns affected these trends?
3. Has there been a change in the mix of activities people are doing?
Are these short-term shocks or sustained changes?



PHYSICAL ACTIVITY STUDY.

METHODOLOGY

Study sample population

Observational retrospective longitudinal cohort study

Standardized sample:

- Only users of the Elevate Portal from before the first lockdown
- Source data provided at least 6 months of retrospective data
- Did not revoke permission during the study period

231 people observed
Aug 2019 – Jun 2021

Defining physical activity

Choice of standardized metrics:

- Duration
- Distance
- Steps
- Calories

Duration chosen to study

- Statistically most robust determinant of health and longevity
- Easiest to differentiate by type and vigorousness
- All device sources record duration – and more accurately.
- Least ability to manipulate

Further considerations

Data cleaning was performed

- Only auto-recorded data
- Duplicates removed if multiple devices connected
- Most reputable devices prioritized

Not a big sample size

Selection effect

Incentives to share data and improve

Data sources vary in quality

Recording biases – are people tracking?



PHYSICAL ACTIVITY STUDY.

AVG ACTIVE MINUTES PER MONTH

Avg min per month % Change

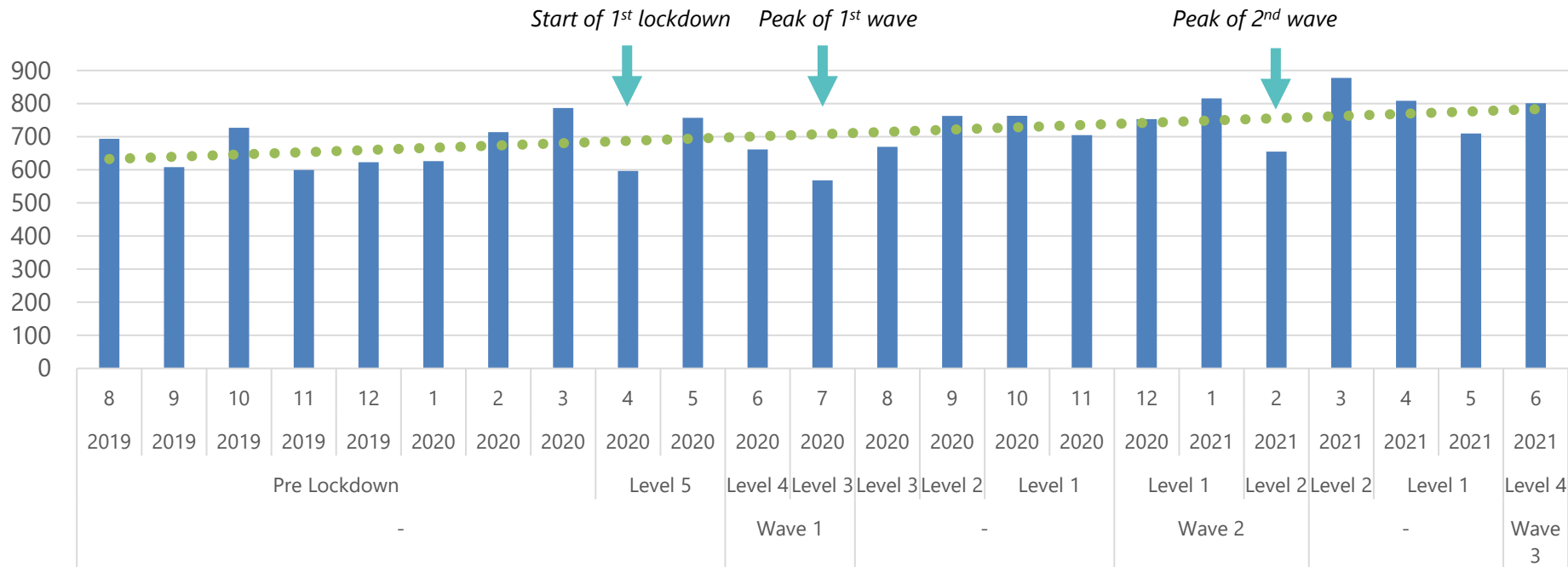
Pre lockdown

672.21

Post lockdown

727.01

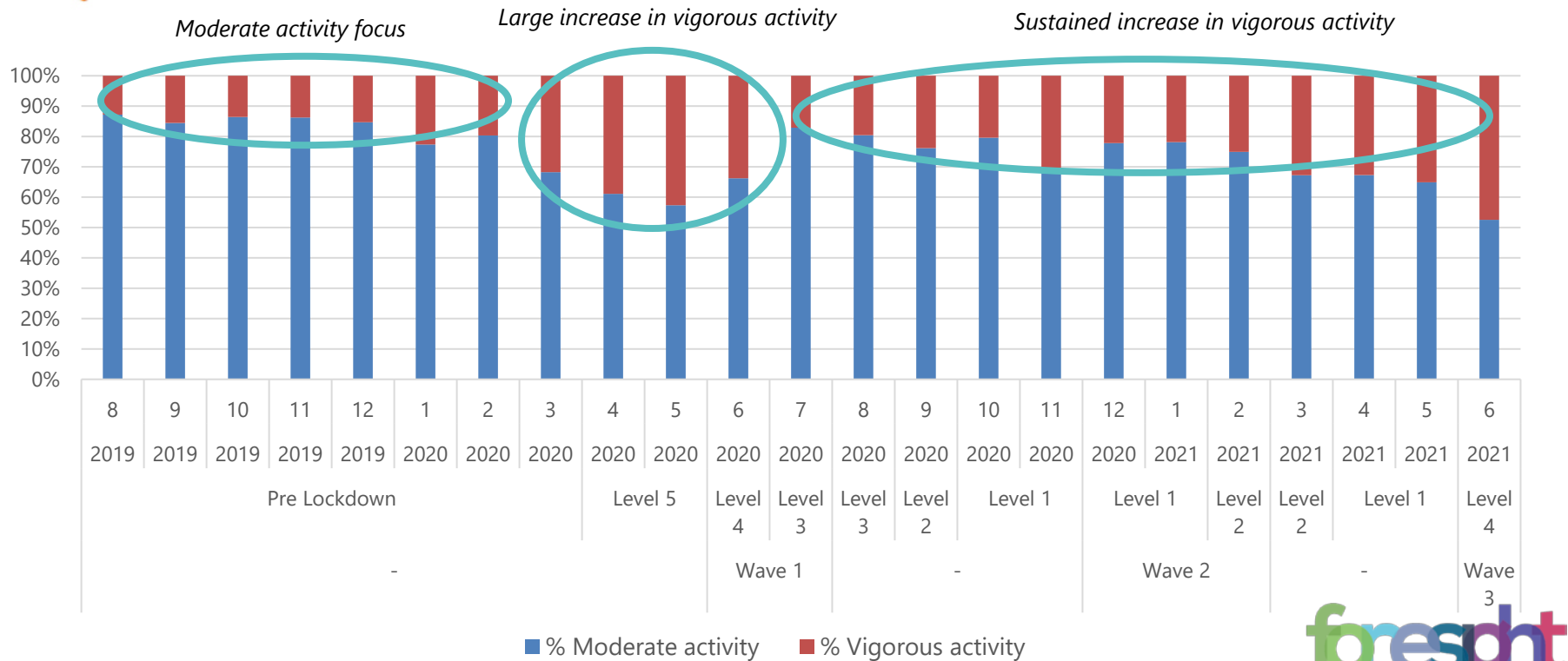
8.2%





PHYSICAL ACTIVITY STUDY.

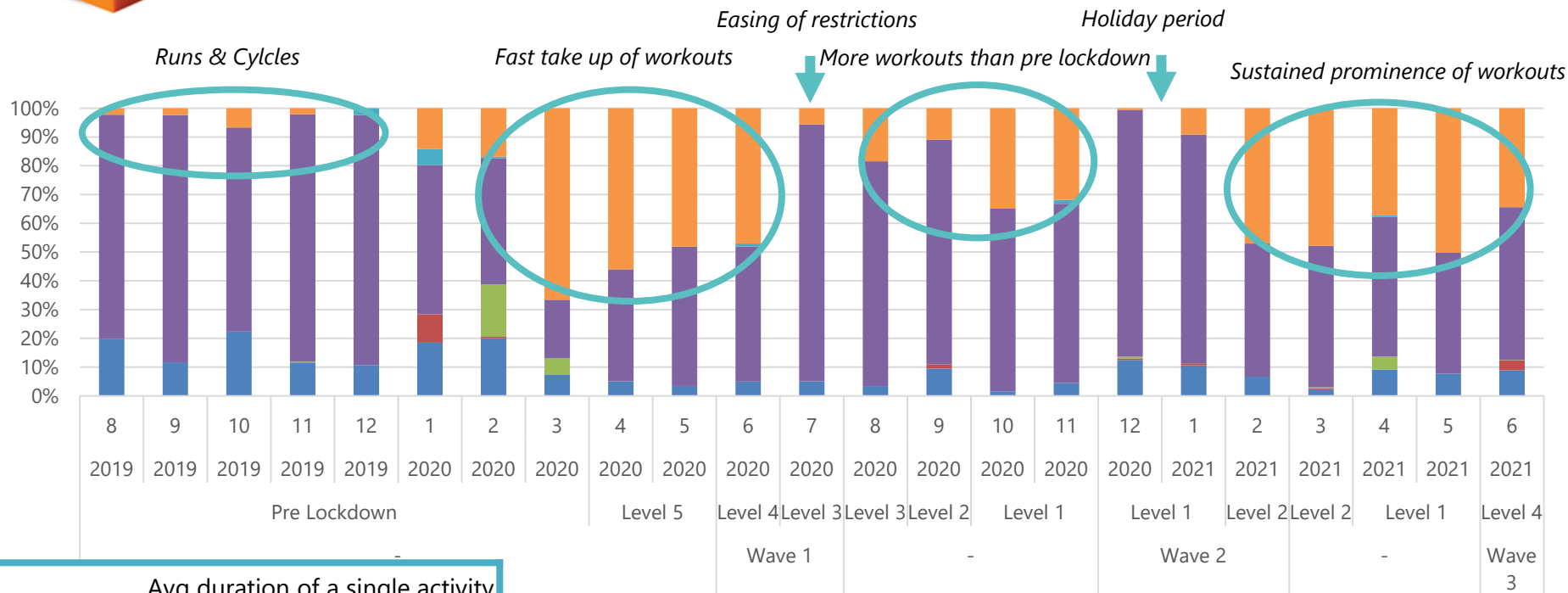
AVG ACTIVE MINUTES PER MONTH – MODERATE VS VIGOROUS SPLIT





PHYSICAL ACTIVITY STUDY.

AVG VIGOROUS ACTIVE MINUTES PER MONTH – SPLIT BY ACTIVITY TYPE



Avg duration of a single activity

Run **36.23 min**

Workout **46.49 min**

■ Cycle ■ Hike ■ Row ■ Run ■ Swim ■ Workout



PHYSICAL ACTIVITY STUDY.

AVERAGE STEPS AND DISTANCE PER MONTH

AVG MONTHLY KMs

Pre lockdown	83.51	
Post lockdown	67.96	-18.6%
2019	87.50	
2020	72.29	-17.4%
2021	63.76	-11.8%

AVG MONTHLY STEPS

Pre lockdown	91,539.19	
Post lockdown	69,262.35	-24.3%
2019	94,073.87	
2020	76,106.13	-19.1%
2021	64,600.97	-15.1%

WHAT HAS ENABLED THESE TRENDS?

Digitisation, Gamification and Incentives



	Avg min per month	% Change
2019	650.15	
2020	696.98	7.2%
2021	778.04	11.6%

Time, Flexibility and Creativity

- Decreased commuting
- More flexible work hours
- Creative solutions to restrictions



ELEVATE

A Long, Healthy, Prosperous Life.

SO, WHAT DOES THIS MEAN ABOUT PEOPLE'S PHYSICAL WELLNESS GOING FORWARD?

More vigorous, less moderate exercise

- Closer to goal of 150 moderate/ 75 vigorous minutes a week of activity
- But less sustained movement during the day
- And increased isolation

More variety and creativity in to exercise routines

- Higher likelihood that routines will be maintained
- Less barriers such as membership fees, commuting and even cold weather
- Will folks go back to gym?

The power of gamification and the rewards

- If done smartly, can keep people engaged, motivated and connected
- But risk of digital fatigue – so needs to continuously provide value

THANK YOU.

Foresight 2021
17.05.21



insight

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