



We do fitness—plain and simple. Why? Fitness is a direct reflection of your eating and exercise habits and, more importantly, is a measure of your cardiovascular and musculoskeletal health. It's also what doctors recommend most for the treatment and prevention of chronic conditions. But fitness doesn't happen overnight. It doesn't come in a pill. It isn't a crash diet, and it's definitely not a PR initiative. It's a way of life.

To help your employees make fitness their lifestyle, we created Rival Fusion, a scalable exercise and nutrition program designed to develop healthy habits that will last a lifetime. Rival Fusion can be the hammer in your wellness toolbox: simple, yet hard-hitting and indispensable.

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Unlike traditional wellness initiatives such as health fairs, steps programs and biggest loser contests, Rival Fusion is customizable to meet the unique needs of each participant.

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Its expert-designed workouts are fun and challenging to keep your employees engaged. Rival Fusion rewards results rather than participation, so users are motivated to truly improve their fitness, not just go through the motions of a wellness program. Plus, its patent-pending Rival Rating® fitness metric helps administrators and employees set goals and track improvement.

## How It Works

### User-Driven Wellness™®

Rival Fusion's User-Driven Wellness system creates a customized nutrition and exercise plan for each participant based on his or her age, health conditions, allergies, fitness level, goals and preferred activities. Participants can choose where, when, how and how often they want to exercise. Whether they're couch potatoes or triathletes, your employees will receive fitness plans tailored to their needs and designed to improve their health.

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Rival Fusion® for Companies



## Compelling Content Designed by Experts

Rival Fusion gives every employee the equivalent of a daily session with a personal trainer and a dietitian—for a fraction of the cost. Its exercise and nutrition plans were developed by experts to maximize fitness and increase weight loss. Rival Fusion's exercise program is built around the principle of muscle confusion: keeping the body challenged by working different muscle groups in a carefully planned sequence and providing a variety of cardio workouts based on the user's access to equipment and facilities.



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Forget about boredom; participants do something different in every workout, so they stay engaged and avoid fitness plateaus.

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Rival Fusion's nutrition plans were created by a team of board-certified nutritionists and dietitians. They're designed to balance a participant's caloric intake against his or her basal metabolic rate and calories burned through exercise. Each employee receives personalized recommendations for breakfast, lunch, dinner and snacks. Nutrition plans include many different choices for each meal, and even come with shopping lists and suggestions for healthy fast food options.

## Daily Interaction Drives Results

Rival Fusion reinforces the idea that fitness is a habit by interacting with participants every day. Its easy-to-use interface removes barriers to participation—and excuses. Employees can access Rival Fusion through a website, a mobile app or DVDs so they're able to follow their workouts and view their nutrition guides whether they're home, at the gym or in the office.

## The Rival Rating™

Each employee performs a fitness assessment and receives a score called the Rival Rating. A proprietary algorithm, the Rival Rating is based on true measures of fitness such as cardiovascular and musculoskeletal health. Participants self-administer and self-report their Rival Rating fitness assessment on a quarterly basis—no invasive biometrics or tedious journaling required.

As it's one simple number, the Rival Rating allows employees to see how fit they are compared to others of their age and gender, with a clear picture of the standards they need to reach or beat. Wellness administrators can use the Rival Rating to create challenges, reward top performers and compare their company's results to national fitness standards.

**As it's one simple number,**  
the Rival Rating lets employees see at a glance how fit they are compared to others of their age and gender.

## Teams and Challenges

It's easier to Live Fit® when you're surrounded by people who share your goals. Rival Fusion encourages employees to join teams which provide them with support and accountability. Team members can interact with one another using the Rival Fusion Chatter Box™, blogs and widgets.

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Challenges motivate teams and individuals to do their best. Rival Fusion allows wellness administrators to quickly launch and track challenges between individuals, teams, departments or even create company-wide competitions.

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## Rival Rewards™

The Rival Rewards program lets employees earn points for every activity they complete that increases their or their team's Rival Rating. Points can be exchanged for prizes like merchandise, apparel, fitness equipment or trips.

Employees aren't rewarded merely for signing up for a program, or for administrative activities like taking online health surveys. That way, the money companies invest in incentives only goes to those participants who've truly earned it—the ones who've improved their health by exercising and eating properly.

## Other Key Features

- Secure architecture
- Employees' family members can join for free
- ADA-compliant: can be used by employees with permanent or temporary disabilities
- Program available in sixty-six languages
- Localized menus available for numerous countries and regions
- Simple pricing



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## Why Rival Fusion?

### It Works

After six months on the program, participants have lost an average of almost three pounds and improve their Rival Ratings by thirty-five percent. (Note that these are the average results for an entire employee base, including those who don't need to lose weight.) Employees with serious weight problems (the top ten percent of performers) have lost an average of fifteen pounds and have seen their Rival Ratings improve by 212%. In addition, employees in the Rival Fusion Fit Warrior™ program—a sub-program designed for those who are morbidly obese and/or have serious health problems—have lost an average of twenty-nine pounds! (Just think about the impact that such dramatic weight loss can have on your health care costs.)

### High Engagement

Imagine having up to fifty percent of employees fully engaged with a wellness program. That's what happens with Rival Fusion. Employees are not just logging in; they're working out, eating better and improving their health. Many of our clients have seen even higher participation—up to sixty percent with a proper rollout and the right support from company leadership.

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These results translate to high client satisfaction:  
ninety-five percent of our clients choose to re-enroll.

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### Results That Last

True fitness isn't about crash diets or "biggest loser" competitions. It's about lifestyle change. Rival Fusion encourages your employees to build healthy habits that will stay with them throughout their tenure with your company—and beyond.

### Want to learn more about what Rival Fusion can do for your company?

Contact Gary Martin  
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