



**Rival Fusion® for Colleges and Universities**

**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 is also what doctors recommend most for the treatment and prevention of most 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 staff and students make fitness their lifestyle, we created Rival Fusion, a scalable exercise and nutrition program designed to develop healthy habits that will last a lifetime.

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**Studies have shown that young adults' activity levels drop dramatically once they get to college.**

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What's worse, once activity levels go down, they tend to stay down—for life. Staff members are already sedentary. They spend most of their time at their desks, which puts them at risk for health problems such as high blood pressure, diabetes, obesity and certain cancers. When staff and students don't exercise and eat right, they miss out on the many benefits of a healthier lifestyle, which include stress reduction, improved mental health, better sleep, decreased fatigue, stronger immune systems, improved memory and concentration—and, for students, better grades.

But it's hard to reach both students and staff with just one fitness program. The sophomore Econ major whose concerns are studying and socializing doesn't have a lot in common with the 40-something admissions officer with a spouse and children. They have vastly different lifestyles, schedules, priorities and motivations, not to mention metabolic rates.

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**That's where Rival Fusion comes in. A truly scalable exercise and nutrition program, Rival Fusion is the hammer in your wellness toolbox: simple, yet hard-hitting and indispensable.**

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**RIVAL**  
**fusion**  
**live fit™**

True fitness isn't about crash diets or "biggest loser" competitions. **It's about lifestyle change.**

Unlike traditional wellness initiatives such as health fairs, steps programs and biggest loser contests,

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**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.**

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Its expert-designed workouts are fun and challenging enough to keep both staff and students 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 participants 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, all users will benefit from exercise and nutrition plans tailored to their needs and designed to improve their health.

### **Compelling Content Designed by Experts**

Rival Fusion gives every student and staff member the equivalent of a daily session with a personal trainer and a dietitian—for a fraction of the cost. Its nutrition and exercise 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. Forget about boredom: participants do something different in every workout, so they stay engaged and avoid fitness plateaus.

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 participant receives personalized recommendations for breakfast, lunch, dinner and snacks. Nutrition plans include multiple choices for each meal, and even come with shopping lists and suggestions for healthy fast food options.

### **Accessible Daily Interaction**

Rival Fusion reinforces the idea that fitness is a habit by interacting with participants every single day. Its easy-to-use interface removes barriers to participation—and excuses. Users 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, in the dorm, at the gym or in the office.

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## The Rival Rating®

Each user 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.

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**Participants self-administer and self-report their Rival Rating on a quarterly basis—no invasive biometrics or tedious journaling required.**

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As it's one simple number, the Rival Rating lets staff and students see at a glance how fit they are compared to others of their age and gender. They can get a clear picture of how much they've improved and what goals they'd like to attain in the future. Wellness administrators can use the Rival Rating to create challenges, reward top performers, and compare their school's results to national fitness standards.

## Teams and Challenges

Rival Fusion encourages staff and students to join fitness teams which provide them with support, accountability and greater motivation to reach their fitness goals. They can keep in touch with their teammates using the Rival Fusion Chatter Box, blogs and widgets. Competitions turn fitness into an intramural sport. Teams can challenge one another in informal, university-wide or even intercollegiate fitness showdowns. Wellness administrators can also launch and monitor challenges using the Rival Fusion platform.

## Rival Rewards®

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**The Rival Rewards program lets users earn points for every activity they complete that increases their or their team's Rival Rating. Points can be redeemed for recognition, rewards or prizes determined by your university. Participants who reach certain milestones can also unlock secret workouts, challenges, recipes and more.**

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Users aren't rewarded merely for signing up for a program, or for administrative activities like taking online health surveys. That way, the money your school invests 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
- Faculty and staff may invite up to three family members to join for free
- ADA-compliant: can be used by staff or students with disabilities
- Program available in 66 languages
- Localized menus available to suit numerous countries and regions
- Simple pricing

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## Why Rival Fusion?

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**It works.** After six months on the program, participants lose an average of almost three pounds and improve their Rival Ratings by 35%. (Note that these are the average results for an entire employee base, including those who don't need to lose weight.) For employees with serious weight problems, the top 10% of performers lose an average of 15 pounds and see their Rival Ratings improve by 212%. In addition, employees in the Rival Fusion Fit Warriors® program—a sub-program designed for those who are morbidly obese and/or have serious health problems—lose an average of 29 pounds! (Just think about what an impact such dramatic weight loss can have on your health care costs.)

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### High engagement.

Imagine having 30 to 40 percent of staff fully engaged with a fitness program. That's what happens with Rival Fusion. Students and staff aren't just logging in; they're working out, eating better and improving their health.

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Many of our clients see even higher participation—up to 60% with a proper rollout and the right support from leadership. These results translate to high client satisfaction: 95% of our clients choose to re-enroll, year after year.

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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 staff and students to build healthy habits that will stay with them throughout their time at your college or university—and beyond.



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



Contact Gary Martin  
at [gary.martin@rivalhealth.com](mailto:gary.martin@rivalhealth.com)  
or (919) 623-3861

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