



## 2024 Member Survey: Improving Health Outcomes

Advanta's wellness incentivization technology drives long-term engagement and meaningful health improvements.

Advanta Health surveyed its members and received over 4,000 responses from users of ActiveFit, its wellness incentivization technology.

In addition to the data collected, here is what several members had to say about their overall experience:

*"I love the ActiveFit program as it encourages me to stay healthy daily. It is achievable, simple and earning money for taking care of yourself is quite the incentive!"*

ActiveFit user

*"The workout from home part has been a great addition. Some days I don't make it to the gym, but I work out in my home gym, so that incentive has been great!"*

ActiveFit user

*"The app is very easy to use and provides good tips. I can easily track my steps with it and see what days in the calendar I am most active and when I need to walk more."*

ActiveFit user

*"ActiveFit supports my healthy lifestyle goals and rewards me for doing so. It works seamlessly with my Fitbit and the app is easy to use/navigate."*

ActiveFit user

## The ActiveFit Impact

### 68%

Of ActiveFit users reported using the platform for more than one year.

### 89%

Reported an overall satisfaction rating of 4/5 or 5.5.

### 91%

Reported that financial incentives were their main motivator.

## Measurably Improving Health

### +20%

The average self-reported health score improved from 3.42 to 4.27 (out of 5) before and after using ActiveFit.

Advanta's ActiveFit wellness incentivization platform is proven to drive healthy behaviors and promote physical and mental wellbeing with validated, industry-leading member engagement.

*4200 ActiveFit users responded to the May 2024 ActiveFit member survey.*

