

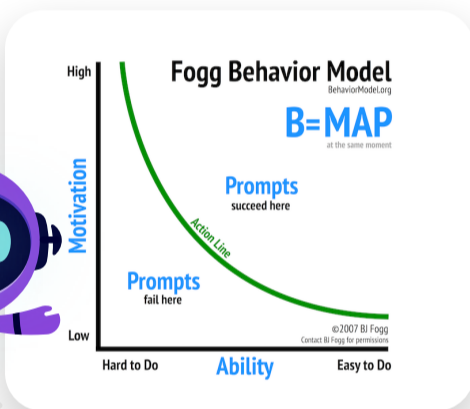
Nudges

Using research from the book *Nudge* by Nobel Prize-winning behavioral economist Richard Thaler, our nudges deliver the right message at the right time encouraging healthy behaviors.

BJ Fogg's Behavior Change Model

Behavior change occurs at the intersection where motivation, ability, and prompt meet. BetterYou's product design leverages Fogg's model and work as the director of the Stanford Persuasive Technology Lab at Stanford University. BetterYou members experience all elements of the Fogg model throughout their in-app navigation resulting in high efficacy towards goal areas leading to better health outcomes.

*aggregate data examples available upon request



Backed by Workplace Wellness Research

A well rounded workplace wellness program can reduce healthcare costs by \$60-\$80 per employee per month based on Research from Blue Cross Blue Shield of Kansas City and joint research by Clarkson University and Texas A&M University.

\$60-80
per employee per month in reduced healthcare costs



"At **BetterYou**, we're using the same **best in class behavior design** that apps like TikTok and Instagram use to capture our attention, and **we give that power back to you**. If you've ever felt like there just isn't enough time in the day, we've found a way to help you get some back."

-Sean Higgins, CEO of BetterYou

Download the BetterYou App Today!

