

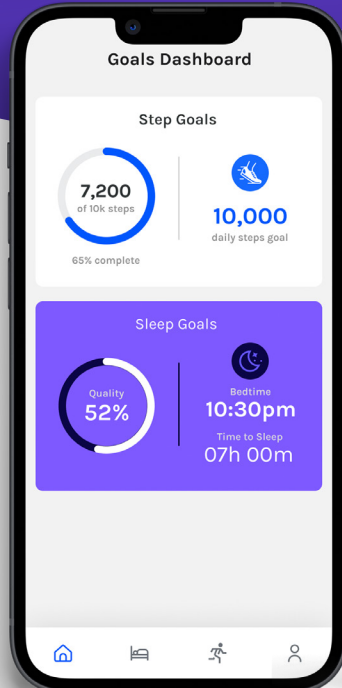
Measuring Our Impact

2022 Randomized Control Trial Results
with Stanford University

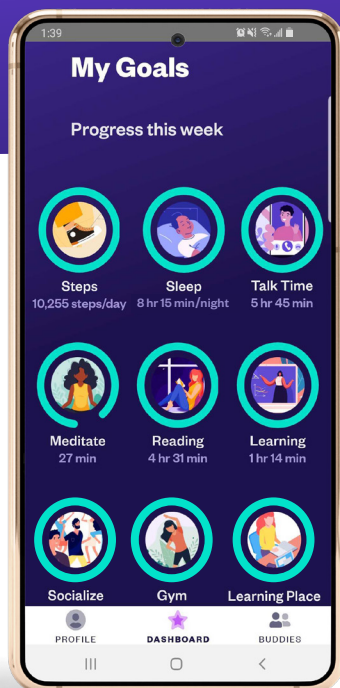


Study Overview

We partnered with Stanford University to run a 6 week randomized controlled trial with Stanford students. One half, the treatment group, used the BetterYou app. The other half, the control group, used another sleep and step tracking app.

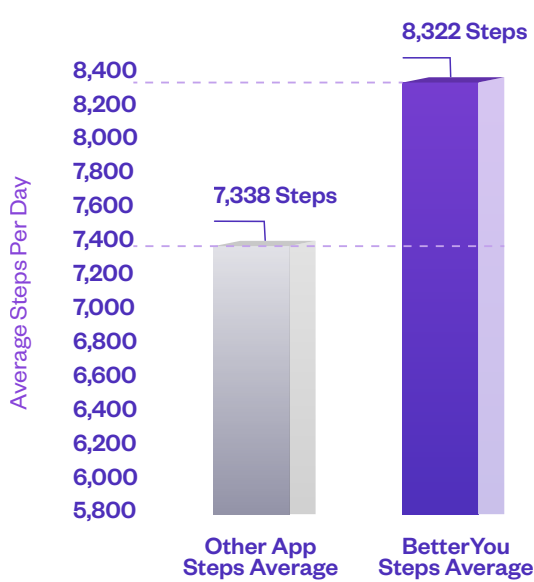


Other App
Control Group



BetterYou App
Treatment Group

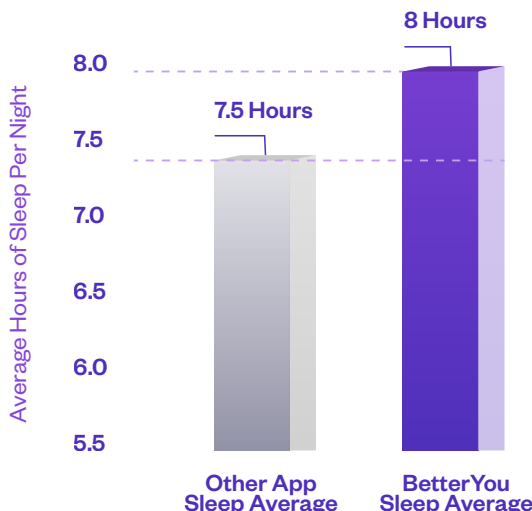
How Much Did BetterYou Help?



Using BetterYou resulted in an increase of
984
steps per day
compared to using the other app



As well as an increase of
32
minutes of sleep per night
compared to using the other app



What Could This Mean for Your Employees?

Throughout the year, every employee gets...

40 more days
where they achieve
6,000
steps or more



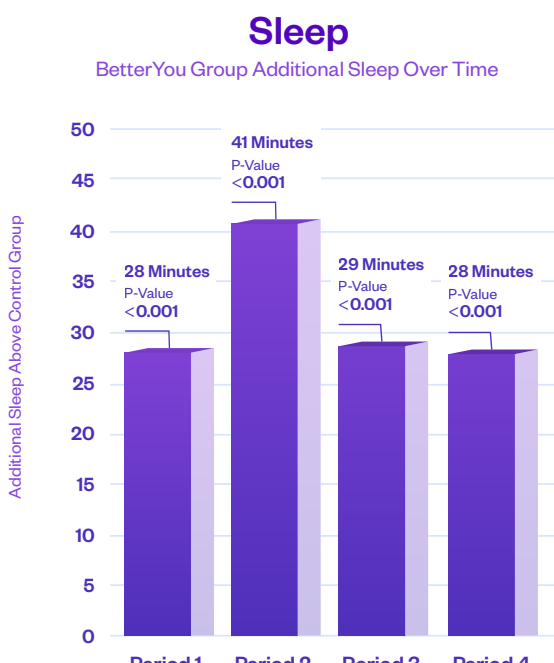
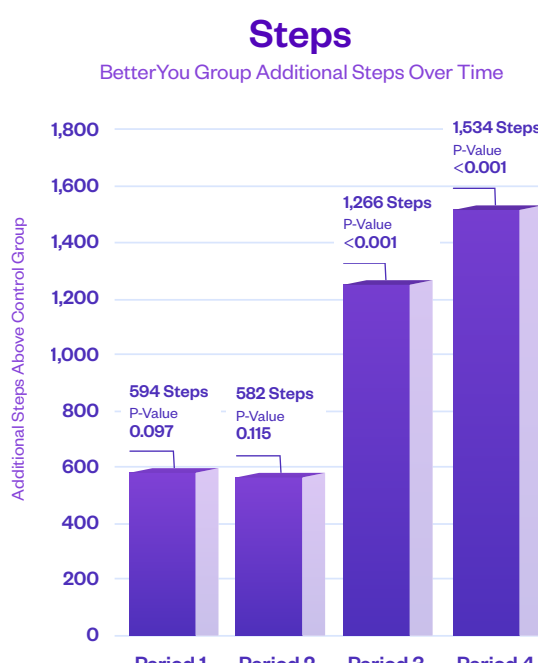
37 more days
of sleeping
6.5+
hours a night



A Deeper Look into Habit Formation in the Stanford University Study

Habits take time to build. While we found that BetterYou users achieved overall improvements in steps and sleep, we were curious how these improvements developed over the six week study period. We divided the study into 4 equal periods, and compared the average steps and sleep between the BetterYou and control groups within each period (adjusting for users' pre-existing health and wellness habits).

Treatment Effect Over Time: Difference-in-Difference Analysis



BetterYou users' increased steps habits formed over time: in the initial two periods, our users got about 600 more steps than the control group. As BetterYou users continued to receive coaching from BetterBot, steps soared over the last half of the sample – in the last period, BetterYou users outwalked their control-group peers by an average of 1,534 steps per day!

While steps increased over time, BetterYou users started experiencing consistently better sleep right away. In each period of the sample, we found strongly statistically significant and individually relevant effects. With P-Values less than 0.001, there is less than a 1 in 10,000 chance that these results are due to random chance.

Want your team to get more steps and sleep?

[Learn More](#)

