



Academic Study Finds Strong Walkingspree Program Acceptance, Participation, and Impact

San Antonio, Texas - May 15, 2013 – The Walkingspree pedometer-based program delivers promising results for encouraging physical activity in obese adults, states a new study authored by Dr. Caroline Richardson, Associate Professor in the University of Michigan Department of Family Medicine. Findings are published in *Translational Behavioral Medicine*, an international peer-reviewed journal.

“Dr. Richardson’s research reaffirms the success stories we hear regularly from clients and enrollees,” stated Hiran Perera, Walkingspree CEO. “We’re excited about the positive impact programs like Walkingspree can make for individuals and families nationwide.”

The mixed-methods study, *Implementation and evaluation of an incentivized Internet-mediated walking program for obese adults*, looked at the implementation of the Healthy Blue Living program through Blue Care Network of Michigan, a health insurance provider. This program offered insurance discounts for those enrolled in the Walkingspree program.

One year into the program, 97 percent of enrollees had either met or exceeded the 5,000-steps-per-day average. Participants were fully engaged, uploading valid step-count data for 85 percent of the total enrolled days. Just 3.3 percent of Walkingspree participants checking-in during the first 10 months had not maintained the step count goal required for Blue Care Network’s reduced deductible and copayment eligibility.

The incentivized Internet-based walking program was well-received by a majority of participants. More than half of those responding to an optional web-based survey appreciated the decreased health care costs and improved health outcomes.

“Insurance-incentivized, Internet-mediated wellness programs like Walkingspree hold great promise for boosting physical activity in obese adults,” explained Dr. Caroline Richardson. “We found that most participants persevered and were ultimately rewarded by their accomplishments.” More information about Walkingspree may be found at www.walkingspree.com.

About Walkingspree

Walkingspree is a specialized wellness program vendor that employs interactive technology to inspire healthier choices and increased physical activity. These activities are shown to boost morale and help to control the rising cost of health care. The customized online program helps employers and insurers engage their members, delivering a validated and measurable ROI. Based on a computer-connected pedometer that tracks steps, interactive food and body trackers, an active social network, and gamification techniques, the corporate wellness program has been shown to deliver more than 50 percent employee participation and year-over-year member retention. Walkingspree programs are already in use by health insurers, insurance brokers, Fortune 500 companies, and small to medium sized businesses. Walkingspree is based in San Antonio, Texas. For more information, visit www.walkingspree.com.

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