



SHAPING THE
BUSINESS OF
WELLNESS

GLOBAL WELLNESS SUMMIT 2018



I Get Better Wellness

CONNECTED  COACHING



GLOBAL WELLNESS
SUMMIT

JOINING TOGETHER. SHAPING THE FUTURE.

Online Coaching Services Generating Revenue: Bridging the Gap Between Sport, Health, and Wellness.

I Get Better Wellness

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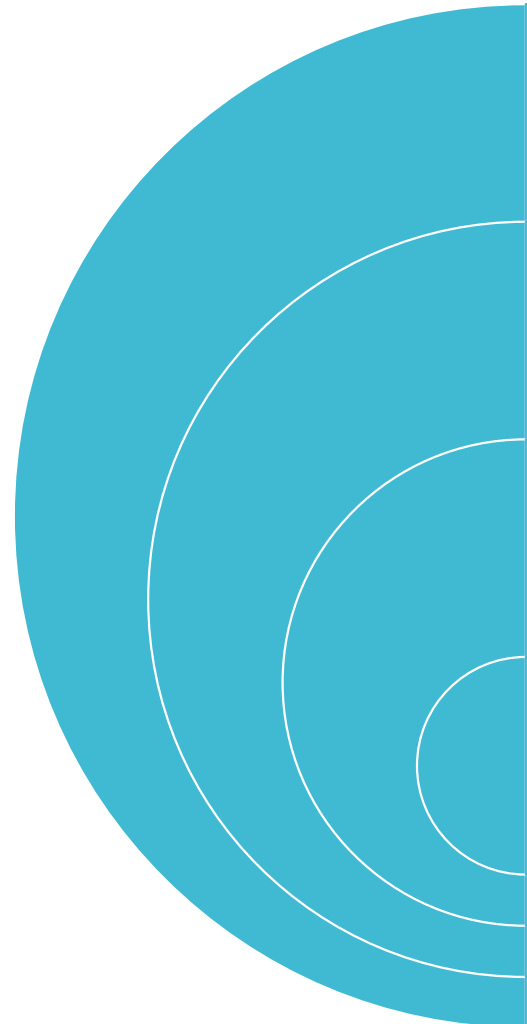
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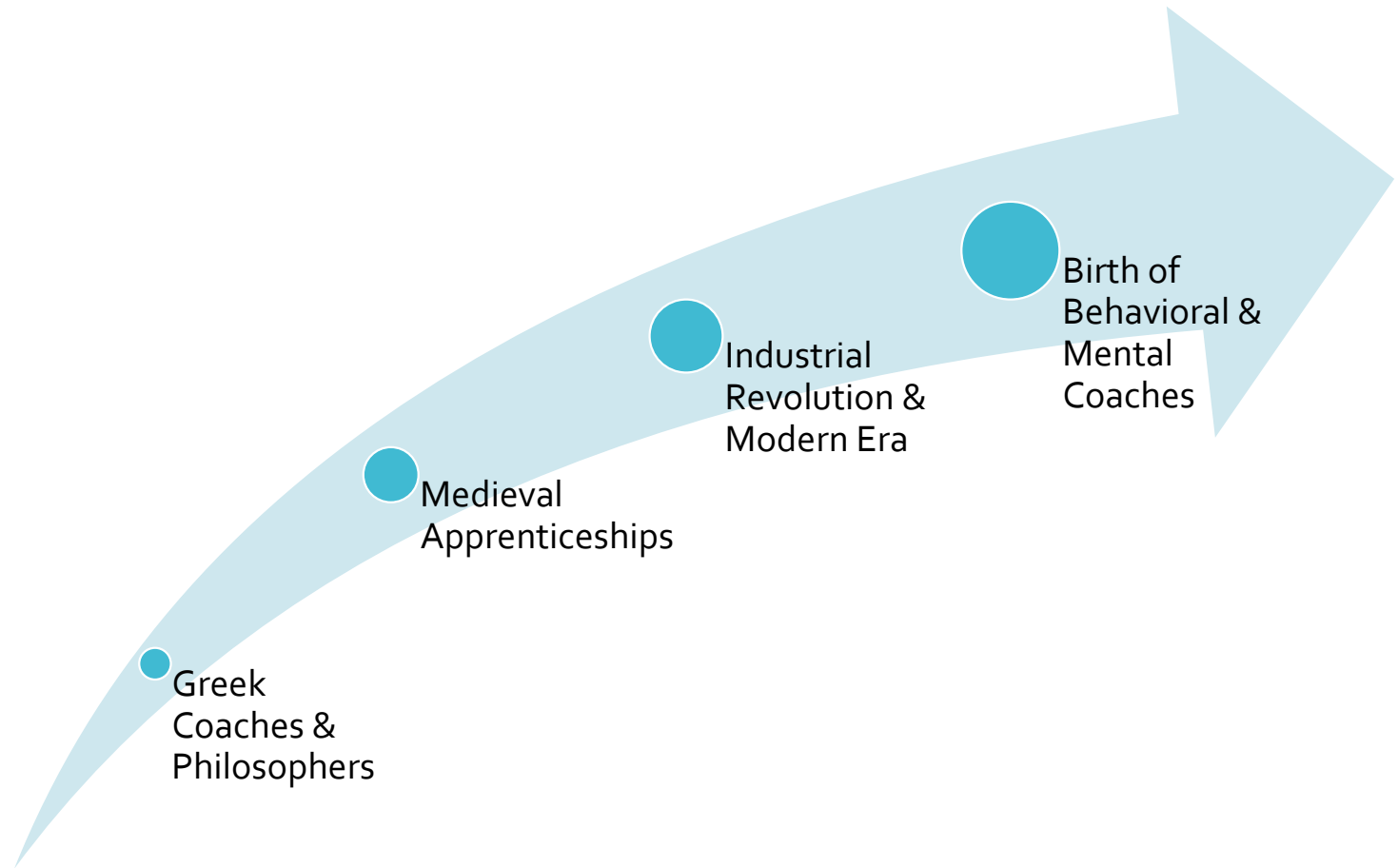
Dr. Christopher P. Johnson, Lasell College School of Business, Sports Management Department

What we will cover



| | |
|--------------------------------|---|
| History of Coaching | <ul style="list-style-type: none">• Ancient Societies• Modern History |
| Changing Landscape of Coaching | <ul style="list-style-type: none">• Value of Coaching• Blending Industries |
| Advances in Coaching | <ul style="list-style-type: none">• Mobile Technology• Connected Coaching |
| Demonstration | <ul style="list-style-type: none">• IGetBetter Wellness Platform |
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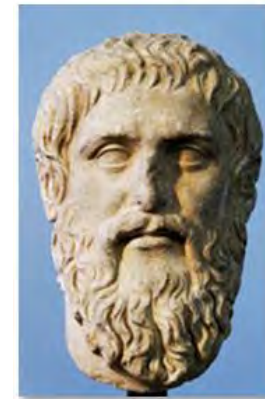
Bridging the Gap Between History and the Future



Ancient Greece & Coaching



The Great Greek Philosophers



Plato



Aristotle

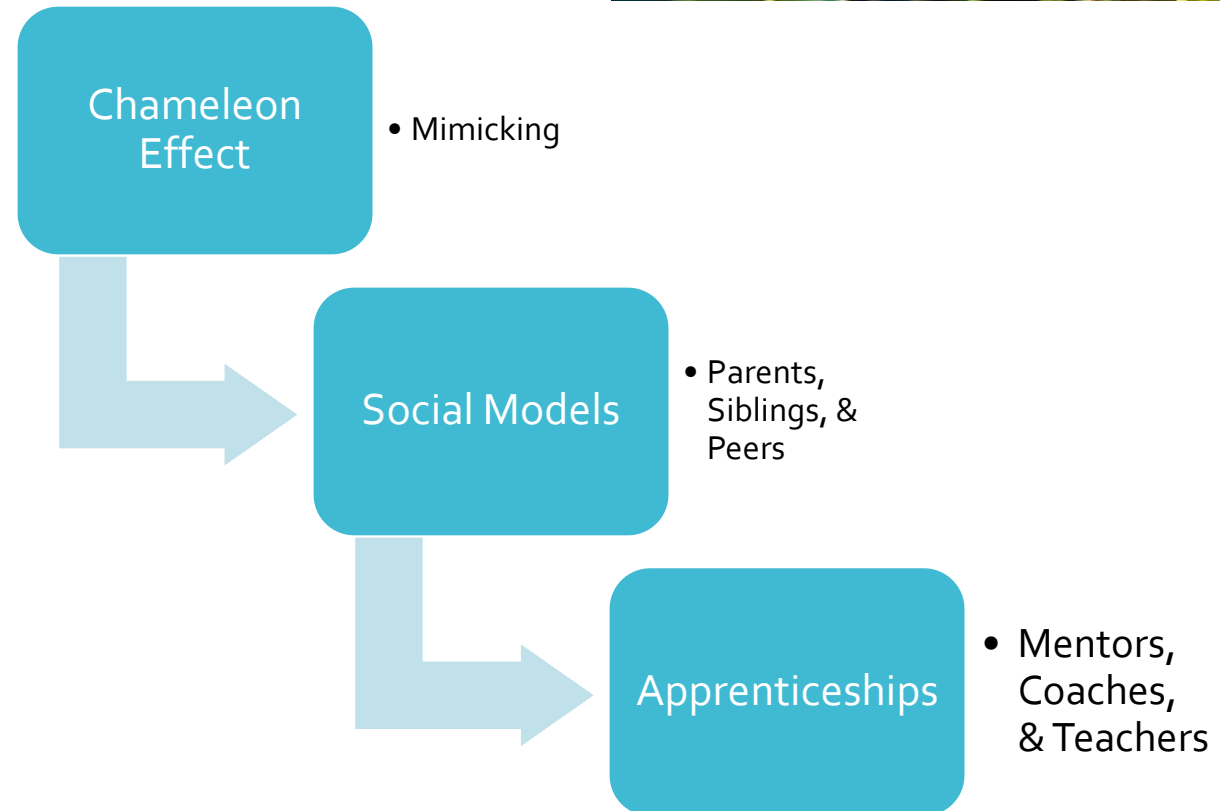


Socrates

Medieval Times
&
Apprenticeships



Learning Through Experience & The Art of Followership



Industrial Revolution & The Modern Era



Birth of The Resort Spa Coach



We are
Constantly
Evolving

Perspective

Open-minded Coaches Provide Perspective

It's the coaches and resorts responsibility to continue coaching their guest after they leave

Who is this?



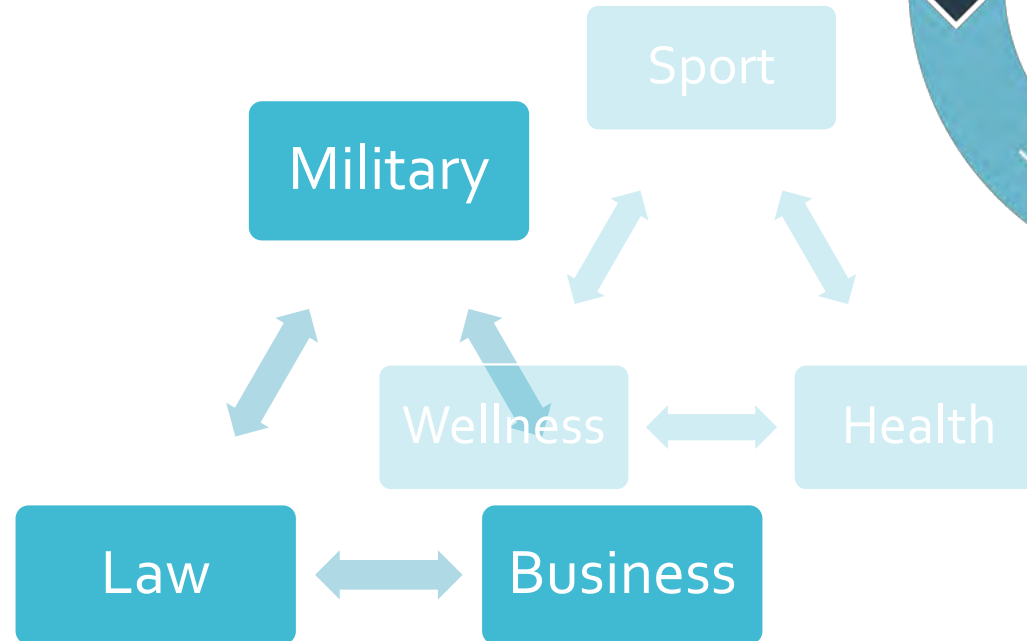
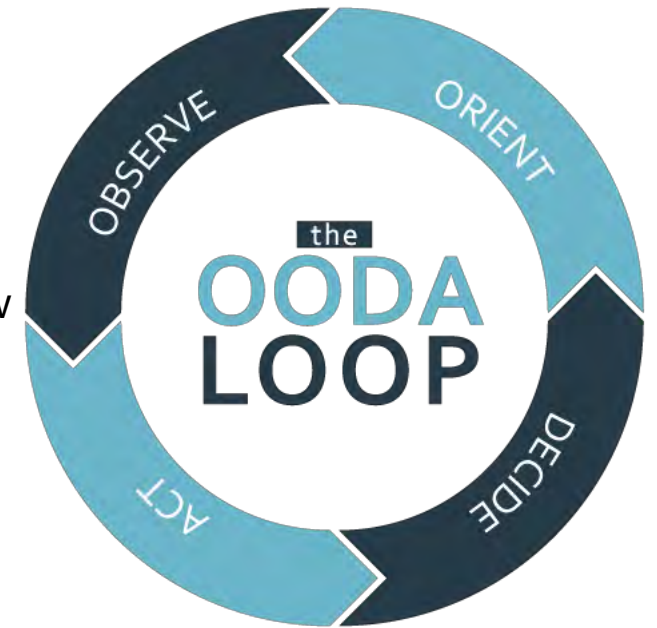
Colonel
John Boyd

Perspective

Airforce pilot & military strategist

Desire to learn

- Combine disciplines
- Blend rules to make something new



Bridging the Gap Between Individual & Group Coaching

Individual Coaching

- More Individualized
- More Costly
- Higher degree of satisfaction and attainment of their goals.

Group Coaching

- Less personal approach
- Reduces cost to client

How Technology is Helping Bridge the Gap

I Get Better Wellness

CONNECTED  COACHING

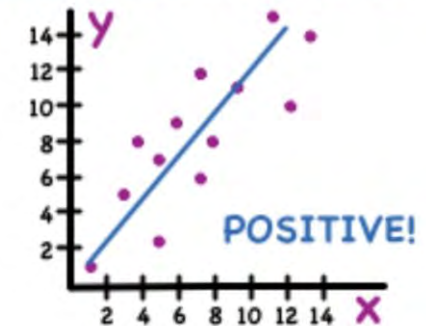
Supply & Demand



Templates & Models

Positive correlation

y-value increases as x-value increases



Coaches are no longer limited to face-to-face sessions at the resort.

An Extension of Your Coaching



Engagement

Bringing Static Programs to Life

- Mobile Technology
 - Two way instant communication.
 - Biometric feedback
 - Real-time dual-way response



Cloud Based App



Wellness Planning



Direct Communication



Progress Tracking

Health Uploads





From the number of steps they take to the hours they sleep,
IGetBetterWellness Connected Coaching is there, providing:

Access

Convenience

Alerts

Communication

Data Security
& Privacy

Success

Four Simple Steps

1

Customize client's personalized IGetBetter *Wellness* plan on your computer, establishing goals and fitness parameters, including "alert" monitoring.

2

Assign wellness plan to your client.

3

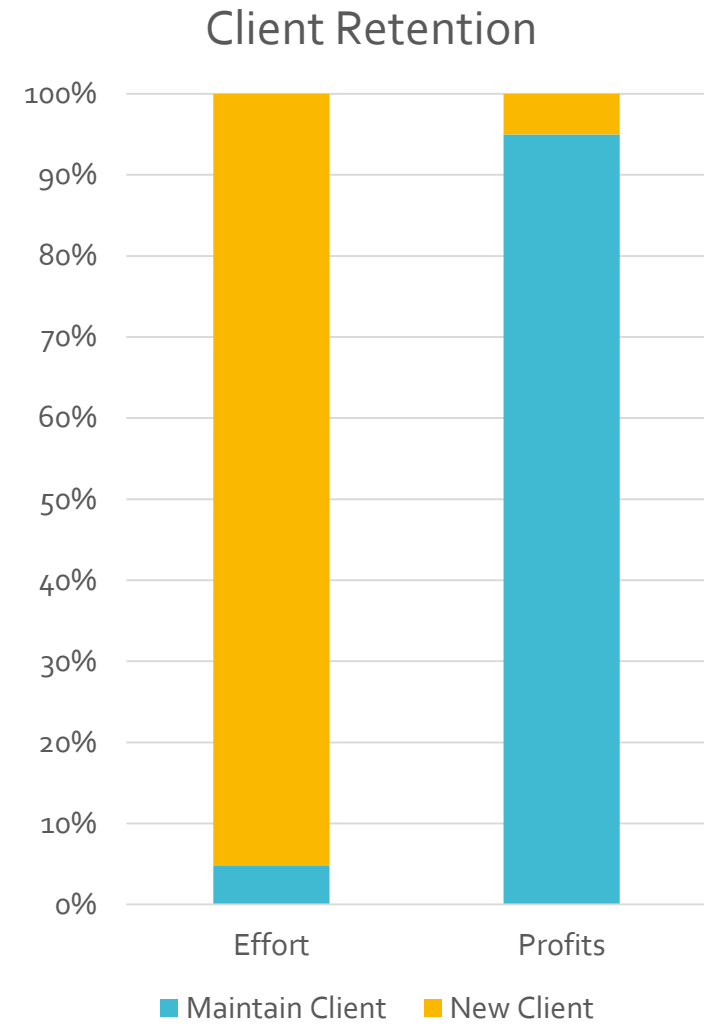
Client *logs* onto the IGetBetter*Wellness* app via mobile device, activity tracker and smart scale sync automatically.

4

Communicate with client as needed through IGetBetter *Wellness* secure messaging.

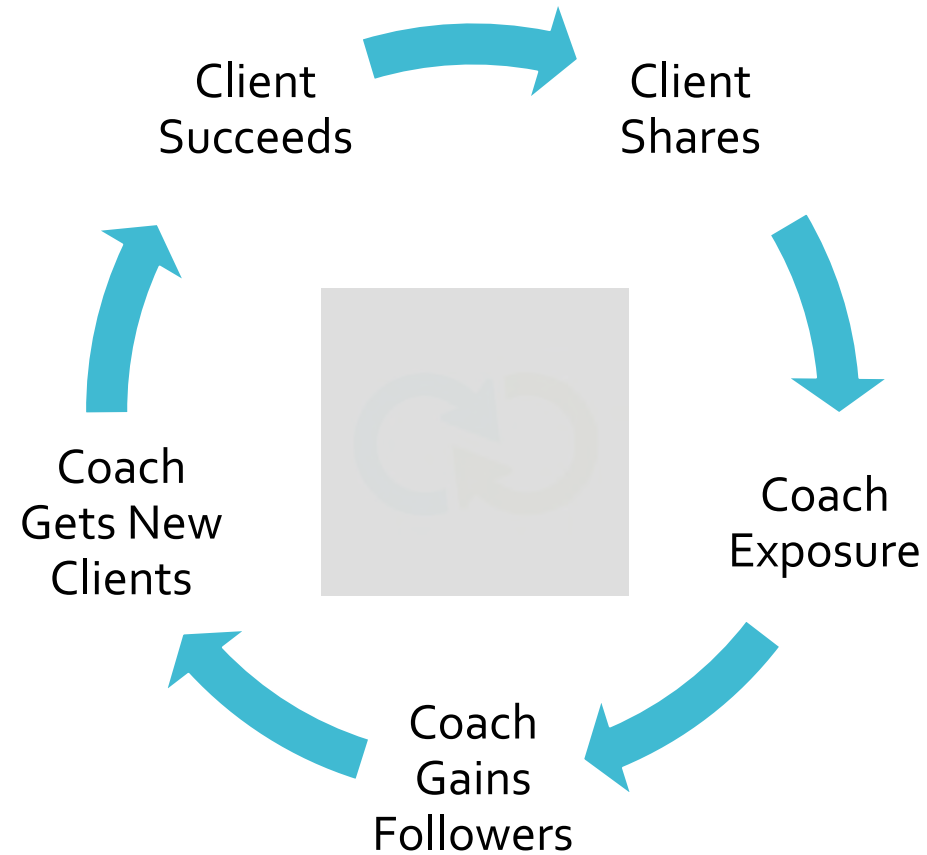
Client Retention

- It is at least 10 times harder to make a new client than to retain a client.
- It is also suggested that increasing customer retention rates by 5% increases profits by 25–95%.



Connected Coaching and Positive Behavior

People on social networks like and share high arousal post that spark positive emotions.





Coaching Benefits

IGetBetter*Wellness Connected Coaching* dramatically streamlines and personalizes the wellness care you provide.

- First mobile application of its kind to consolidate client health and fitness data into one easy-to-use database.
- Remotely track from your own mobile device or desktop browser.
- Integrate seamlessly into existing health & wellness planning systems. HL7 (FHIR)

Grow Your Business

Increased Accountability

Improved Quality of Care

Enhanced Client Retention

Revenue Growth

Repeat Business





Your Expertise,
with a Global Reach!

For more information,
visit igetbetterwellness.com.