

A note from our Co-Founders ...

To say that 2021 was a “wild ride” would be just plain doy now. Words that come to mind are: confusing, tumultuous, tentative, enlightening, messy, exhausting, and polarizing. Did I mention exhausting? And yet we all stayed positive, and in typical Sonic Boom fashion, we had each other’s backs. We hit the ground running, aggressively pursuing our 2022 goals ... which, of course, start with providing the best-possible user experience for our clients and members!






Behind the scenes of our day-to-day operations, we also recently announced our Total Rewards program, a rewards-only platform that solely focuses on incentive management capabilities without the extra “stuff.” It’s designed for clients who aren’t ready for, or can’t afford, our entire robust offering but need automated incentive management. From day one, it will allow them to do device integration, biometrics, and our HQA (with more to come!). We’re excited — for years people have been asking if we can offer this ... including last summer during our dev retreat, when a prospect happened to call directly and ask about it. I returned to the table, and we had a quick chat about it. Within 15 minutes, one of our stellar developers had already created the first iteration, and it was a done deal! We still firmly stand by not overly incentivizing your employees (wellness programs need to be engaging before anything else!), but we also recognize the need for a simplistic model that narrows in on incentives when and where desired. You can read more about Total Rewards on [our blog](#).

Finally, we’re celebrating the one-year anniversary of our Premise Health partnership this month! Premise is an incredibly successful company with brilliant leadership and a strong market position, and we feel fortunate to be part of the Premise family. We look forward to collaborating with Premise, while continuing to offer the exceptional, white-glove service you expect from Sonic Boom Wellness.

And as always, we hope this Sonic Scoop finds you healthy, happy, and having a great start to the year!



Here's what coming in 2022 (and beyond)

-  **New 'My Health' Panel.** Members will find all of their My Health information under the new “heart” icon next to their profile avatar. This includes Daily Goals, Leaderboards, Biometrics, and the Health Quality Assessment.
-  **Coach's Corner update.** After much anticipation, members will soon be able to sign up for coaching on the mobile app! This creates a bit more parity between mobile and desktop platforms ... plus, the registration process is much easier!
-  **Mobile contest creation.** Members will be able to create new contests via the mobile app a bit later in 2022. This includes a potential “insta-contest,” which can be built in just a few clicks!
-  **Tracker makeover.** The Hydration, Weight, Mood / Energy (formerly Mood / Stress), and Fruit & Veggie Trackers will get a refresh later in 2022. Also, say goodbye to the Food Journal Tracker. It’s been fun.
-  **Renaming the Bucks.** Watch out, everyone — “Boomer Bucks” will soon be rebranded to “Boomin’ Bucks” for all members.



Client Spotlight:

TPC Group got started with the Sonic Boom Wellness program during a time when the world was continuously changing and struggling with the evolution of COVID-19 and other factors/challenges. It felt like a strange place, and TPC Group was dedicated to bringing TPC GRANDNESS back into their team!

Between 2021 and 2022, they updated their Rewards design from three categories to six, encouraging members to complete their biometric screenings, finish the Health Quality Assessment, and do a financial evaluation. Additionally, each quarter features Sonic Boom-specific activities and other outside-of-work opportunities to better their wellness. But the icing on the cake? The sixth category promotes the importance of preventive exams for 10,000 bonus points! We love seeing our clients incorporating such a solid variety of health and wellness activities into their annual Rewards designs.



Member Spotlight

Lisa W.

Lisa was watching the number on the scale rise, plus struggling with her blood pressure and sugar levels. After a friend told her how much the Sonic Boom coaching program helped her with stress, she decided to give it a shot.

When asked about her coaching experience, Lisa says, "She asked me questions that made me reflect and think about how I truly felt about getting on the desk elliptical and staying on it. We also started a sleep goal — in bed around 9. If I don't make these goals, Suzie isn't some 'authority figure' telling me to do better. Instead, she asks me why and helps me realize how stressful that week really was and how I did or didn't cope. Over time, exercise started being a way I coped with stress, instead of eating chocolate."

Together with her coach, Lisa would move her activity up to 5K and 20 minutes a day, or 10k and 30 minutes. She lost 20 pounds in about 6 months. "I didn't want to obsess over my weight for mental health reasons, and Suzie supported that. For that reason, I don't weigh myself every day or every week; I do it about once a month. As a result, it was way easier to see and appreciate progress and not get discouraged."

Want to help your employees make life-changing health-habit improvements like Lisa? Contact sales@sbwell.com for more information or to schedule a demo today!

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