

## A note from our Co-Founders ...

June 13th marked our 15-year Boomiversary — the day [we sat under the stars at Zion](#) with several sho — we mean, a couple sips — of tequila and thought up the incredibly impossible idea of creating the engagement category of wellness. We had no idea how to do it, NO idea we'd be creating a software company, and nothing but (literally) stars in our eyes and a passion to create programs that people would love and WANT to engage in.

Our culture is like none other I've ever seen, and we treasure the moments we've shared with everyone reading this Sonic Scoop. Even in this still-new-to-us work-from-home environment, our wonderful Boomers have kept the positive energy flowing, benefitting everyone — even if only through video. We have absolutely adored our team over the years and watching so many of them go through major life events and milestones — weddings, moves, babies, and beyond! And the same goes for every client, every admin, every partner, and every person who has taken a chance on us over the years; we love being a part of your journey!

Absolutely NONE of this would be possible without EVERY SINGLE ONE of you. We're beyond grateful for how much trust, collaboration, and loyalty you've given us over the years. Let's go into our 16th year with the ebullient optimism and enthusiasm that DEFINES Sonic Boom!



## Exciting innovations in 2022 (and beyond)



**Boomer to Boomin'.** It's official! Boomer Bucks have been renamed Boomin' Bucks for all members. Same value, different name — it was just time for a change!



**Coaching goals on mobile.** Members can now set and track their coaching-related goals in the Sonic Boom mobile app (previously restricted to desktop), making it easier for members stay on top of goals everywhere they go!



**Contest creation.** Members will be able to create new contests via the mobile app later in August 2022. This includes a potential "insta-contest," which can be built in just a few clicks! This aims to make it easier to create health challenges around topics and causes that matter to members.



**Tracker rebrand.** The Hydration, Weight, Mood/Energy, and Veggie Servings Trackers all got a major makeover. Enjoy the new look, and continue tracking those habits that matter most to your health.





## Client Spotlight:

As part of their 2022 rewards, Frankenmuth added a new Spring into Action category as an alternative to their insurance premium discount (or members get 100 Boomin' Bucks if they already earned the premium incentive). Eligible activities include posting a Caught Ya, completing the Challenges-of-the-Day, exploring Academy courses, updating your preferences, syncing an activity tracker, inviting a spouse to participate, and more. Members need to complete at least 8 of the 10 activities to earn their incentive. Not only is it a creative way to encourage participation in the Sonic Boom program, but it also shows how easy the platform is to navigate, use, and benefit from.



## Member Spotlight

**Megan**

Megan started her journey with her Sonic Boom coach in 2020, wanting to lose 10 pounds after having her second baby. After much success, she moved from starting new habits to maintaining them ... and aimed to drop an additional 5 pounds through consistency and dedication. She has since reached her goal weight and even saw improvement in her blood work, cholesterol levels, BMI, and blood pressure!

"The number on the scale has never mattered much to me; I think my ultimate goal was to feel good and comfortable again. I wish I would have taken inch measurements and had them to compare to now. I wear my pre-baby jeans and shorts again, so I know it would have been a significant difference."

Something that kept Megan motivated was including her two sons in her exercise routine. She invested in more at-home equipment during COVID to be able to train with them — swapping the gym for family exercise!

Want to help your employees make life-changing health-habit improvements like Megan? Contact [sales@sbwell.com](mailto:sales@sbwell.com) for more information or to schedule a demo today!

Submit your feedback, questions, or comments to [social@sbwell.com](mailto:social@sbwell.com)