

# The SONIC SCOOP

Q3/Q4 2017

## From the Co-founders

Hey there, Boomer Family!

Welcome to our inaugural newsletter. If we haven't met, I'm Danna – one of the two co-founders of Sonic Boom. Bryan (Sonic Boom's other co-founder) and I would like to, first and foremost, thank you for being part of our Boomer family. I don't use that term lightly – we think of our clients as partners – family members – and if you're like the rest of our clients, it's reflected in the amazing service you're getting from your account-management team (if you're not, we want to hear from you). Working with a wellbeing vendor is kind of like a marriage – we're in constant communication, relying on one another to improve each other's experiences, and communicating honestly and openly. The relationships we build are personal as well as professional, and we cherish them.

We'll be using The Sonic Scoop as a way of keeping you up to date on the latest, greatest innovations here at "The Boom," and letting you know what we're working on to enhance your program. This is your program as much as it is ours, and we want to make sure you're getting everything you expected – and more. We move quickly around here, constantly innovating and working on creating programs people love and want to take part in, regardless of incentives. Sometimes we get so busy innovating that we don't take the chance to share with you the things we have up our sleeves – that's one thing we're working to improve, and The Sonic Scoop should help.

In future editions Bryan and I will be giving you a peek into what's going on in the wellness industry from the CEO level, tell you our roadmap from an innovation and leadership standpoint, and give you a peek into a side of Sonic Boom you haven't seen. If there's anything you'd like us to cover in our founders' messages, let us know. Most importantly, if there's anything we can do to enhance your experience with Sonic Boom, please reach out to us personally. My email is [danna@sbwell.com](mailto:danna@sbwell.com), and I would love to hear from you!



Hugs,  
Danna Korn







## Cool Clients and Marvelous Members

We love it when our members make serious strides toward healthier lifestyles. And nothing warms our hearts more than hearing how much our members' lives are truly enhanced by the Sonic Boom program! As part of the Member-Happiness Survey we sent out last quarter, we asked our members to do a bit of self-reflection – and they definitely weren't shy with their feedback!

Here's what our Boomers had to say:



Some people asked for new features, like:

-  **A mobile app.** We've built a pretty cool one, and are adding new features as we speak! (...as we type?)
-  **More challenges that focus on mental-health.** Our team is currently adding these to our library of Challenges-of-the-Day (COD)!
-  **Visual descriptions of exercises in the COD.** Yep – sometimes videos make more sense – so we're now including them when appropriate.
-  **A "more organized" look to the Home dashboard.** Done!

## Member Spotlight

Have you (or someone you work with) seen out-of-this-world results from the wellness program? We want to hear your story! And not only that, we want to share your unique experience to help inspire others to follow in your footsteps. Future newsletters will feature a Sonic Success Story (or two) – true tales of everyday Boomers overcoming personal challenges and achieving personal fitness feats with some help from the program (and support from their friends/family). No feat is too big or small – we wanna hear 'em all!

If you have an exciting story to share (or if you know someone who fits the bill), please submit an employee nomination to your account manager, or to [boomer@sbwell.com](mailto:boomer@sbwell.com) for the chance to appear in a future edition of The Sonic Scoop!

## Client-of-the-Quarter

As a Sonic Boom client, you KNOW how much we care about you, right? Each and every one of you does amazingly creative things to help boost engagement in your wellness programs, so we're using the Client-of-the-Quarter honor to, well, honor a special client who has recently gone above-n-beyond their standard level of awesome.

## Hooray for Heraeus!

We've dedicated our first client shout-out to Heraeus! As a technology group based in Germany with locations all around the world, Heraeus is faced with the challenge of uniting a dispersed workforce with distant locations and setting everyone on a coordinated course to better wellbeing. A hefty challenge, indeed – so how have they handled it?

First, Heraeus entrusted its team of SuperChamps from seventeen site locations with an important mission: increase member participation in quarterly/featured contests for the chance to win some cool new Sonic Swag. Locations that achieved the goal would also be entered to win the grand prize of chair massages for the entire site!

### Here are a few of the highlights:



**Peru, IN** – Achieved a whopping 79% completion rate of Health Quality Assessments (HQAs) this quarter (up from 5% in Q2!)



**Yardley, PA** – More than doubled its HQA completions from 24% to 56%



**Austin, TX** – Achieved 44% new device/app registrations for eligible members

Good going, Heraeus! But our favorite part, hands-down, was the Peru, IN location's "relaunch lunch" (we LOVE that term!). During the relaunch lunch, Heraeus Peru provided employees with an onsite biometric screening while spreading the good word about the activities available through Sonic Boom (with the added bonus of a catered salad bar, of course!).

Check out our next newsletter for more cool-client and marvelous-member spotlights! And, if you'd like us to highlight YOUR awesome team, contact your account manager with deets!

## Live, from the Dev Team!

Per usual, our development team has been busy building new enhancements as well as improving other existing features (and ensuring a smooth delivery of said features and enhancements). Check out some of the exciting stuff that we've pushed out over the past few months, and get a sneak peek at what else is on its way...

### DESKTOP FEATURES

- Members can now move (and remove!) trackers from the Goals & Trackers page – a useful feature if you find yourself tracking how much water you gulp more than managing your mood (or vice-versa)!
- In team-based contests, you can now assign team captains (who can then edit the team's name and picture for more personality)!

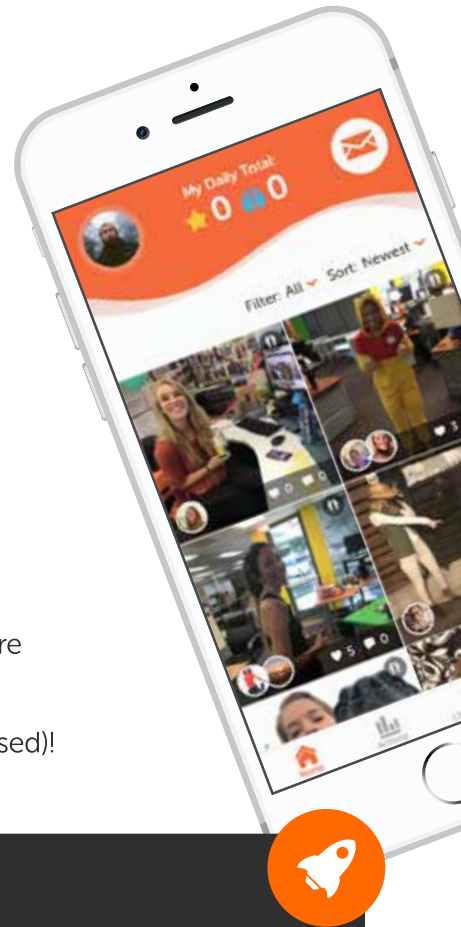
- Admins can now outfit featured contests with a new elimination feature, which should make for some intense challenges in the near future.
- Our Incentives interface got an – ahem – face-lift ... adding visual emphasis when categories are completed, as well as what kind of currency (PTO, raffle tickets, etc.) has been earned.

## MOBILE MOVEMENTS

- We launched our new mobile app! This pocket-size version of Sonic Boom is available on iOS and Android and offers a streamlined, on-the-go experience with special social features, enabling members to participate in Challenges or snap a “healthy selfie” for all to see! If your company isn’t using it yet, check with your account manager for details!
- Wanna know when you’ve been caught bein’ healthy? Now you can with our newly developed push notifications, which send an alert to your smartphone whenever you get “caught” (or “busted”!).
- User registration is now even easier, with members breezing through a condensed series of questions to get them in on the fun more quickly.
- Admins can now display custom Alerts within the mobile dashboard – happy promoting, y’all!

## DEVICE

- We’re transitioning members from the Boomerang app to the Striiv app to be more consistent with the process for other types of devices (like Fitbit and Garmin).
- Admins can now message users via their device (if a Boomerang/Striiv device is used)!



## FUTURE FEATURES

Wanna know what our dev team has in store for the future? Several enhancements are on the way, including:

- Mobile Notification Center – within the new mobile app, users will be able to see all of their notifications in one spot (e.g., whenever they’ve received new likes or comments on photos they’ve posted – or when they’ve been caught or busted).
- More mobile modules – Additional modules are being developed based on your feedback – starting with Rewards and Contests. (A huge “thank you” is in order here – our program wouldn’t be the same without your valuable input!)
- Plenty more to come – tune into the next edition of The Sonic Scoop for details on these and other fresh innovations!

## Sonic Stats

Ahh, numbers ... with their ever-interesting insights into the programs that make the 'Boom tick. (Okay, so not everyone geeks out over numbers like we do, but we pulled a few from last quarter that we hope you'll find fascinating...)



7,250,294,134 total steps were logged by members (that's billion ... with a "B")



4,092 new contests were created by members



Nearly 150,000 Caught Yas and Busteds were dished out



2,498 comments were posted on "Write It Down," the Challenge-of-the-Day for 8/17/17

That's all for this edition of The Sonic Scoop! We'll be back in January to reminisce about all the good times we're sure to have during the last quarter of 2017 – so until then, keep Boomin'!