



*Driving long-term behavior improvement by creating programs people **love** and **want** to take part in.*



Helping clients build healthier cultures since 2007

Boxed-Up Solutions **Are So Square**

One-Size Wellness Doesn't Work...

That's why we don't just "box up" a program and hand it over – every client has distinct goals and needs, which means we need to customize, collaborate, and consult to deliver the most effective solutions.

It starts with listening carefully to our clients and thinking outside the box to ensure we're supporting not only their wellbeing goals, but culture and overall business needs as well.



Why Clients Love Our **Out-Of-The-Box** Approach



“Genuine” Employee Engagement

With Sonic Boom, people *want* to take part, driving “genuine” (as opposed to purely incented) engagement, and ultimately long-term lifestyle improvement.



Consultative, White-Glove Service

We don’t expect our clients to spend endless hours administering the program on their own. We’re the experts. Through countless successes and failures, we’ve developed best practices that we share through collaboration and consultation.



Socially Charged & Stimulating

If you want people to participate, it’s gotta be fun – stimulating – personal – engaging. Making it social is one of the key ingredients in our secret sauce that keeps people coming back for more.



Independent & Stable

We’re wholly owned and managed by the original two founding CEOs – no one cares more about clients’ happiness than a founding CEO.

We're More Than Just Fun 'n Games



Comprehensive, Integrated Solution

Seamless integration of clinical resources and partnerships provides a one-stop-shop for all things wellness – from lifestyle coaching, to biometric screenings, to point solutions for mental and financial wellbeing, and beyond.



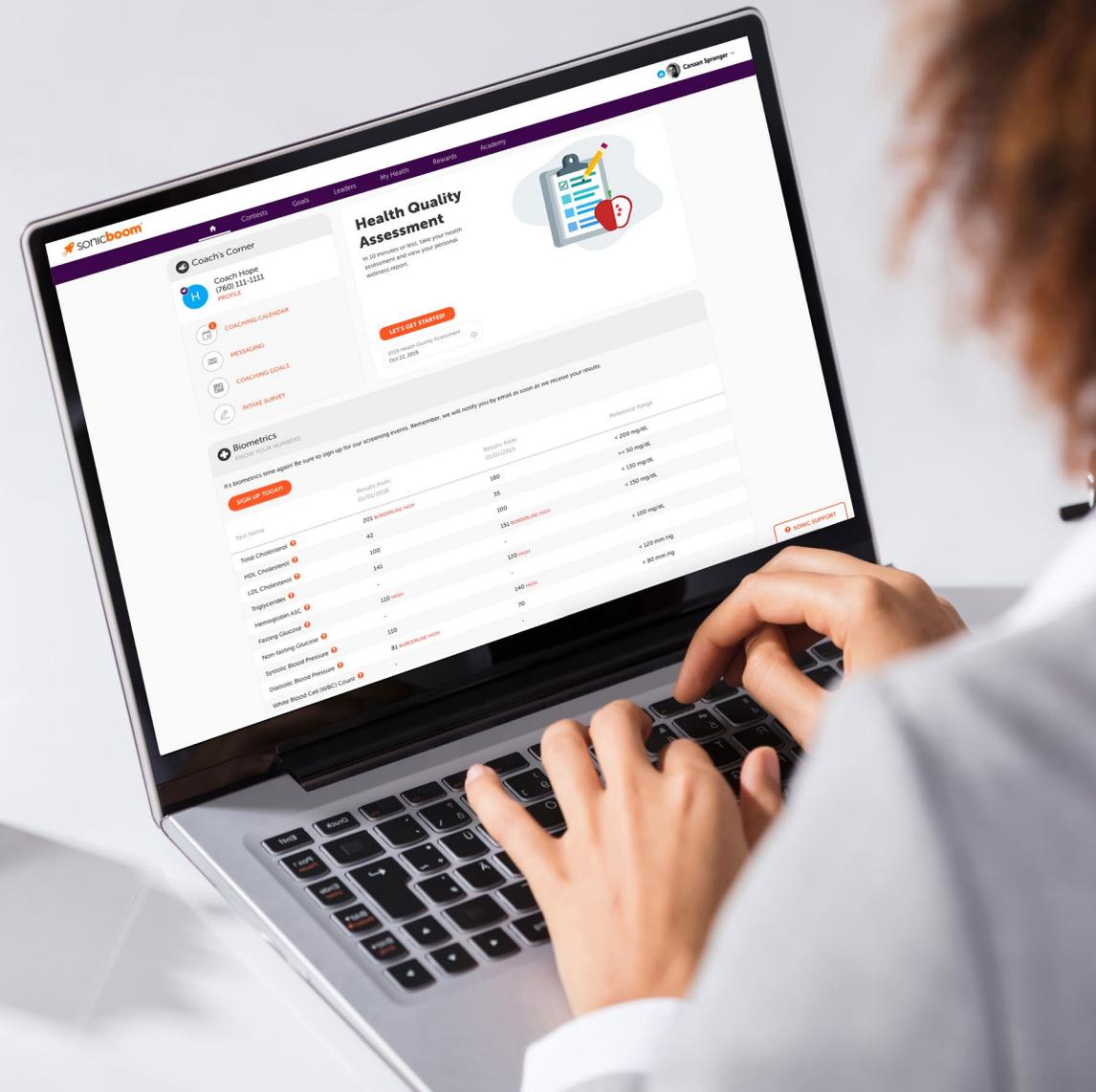
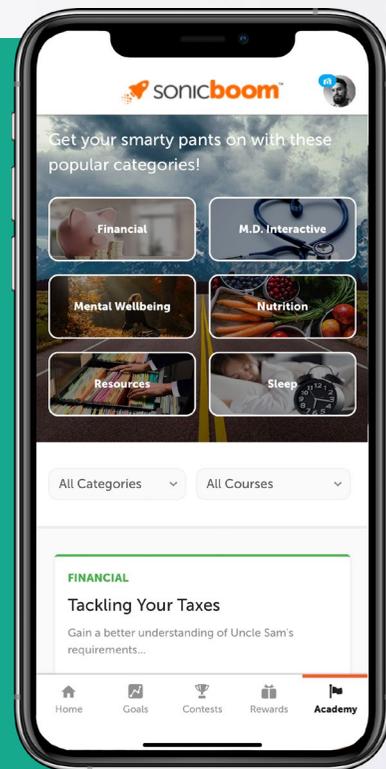
Flexible & Customizable

"If you've seen one client, you've seen one client" – meaning every single client has unique needs and goals. That's why it's critical to customize and be flexible, so the program can be tailored and personalized.



Constant Innovation

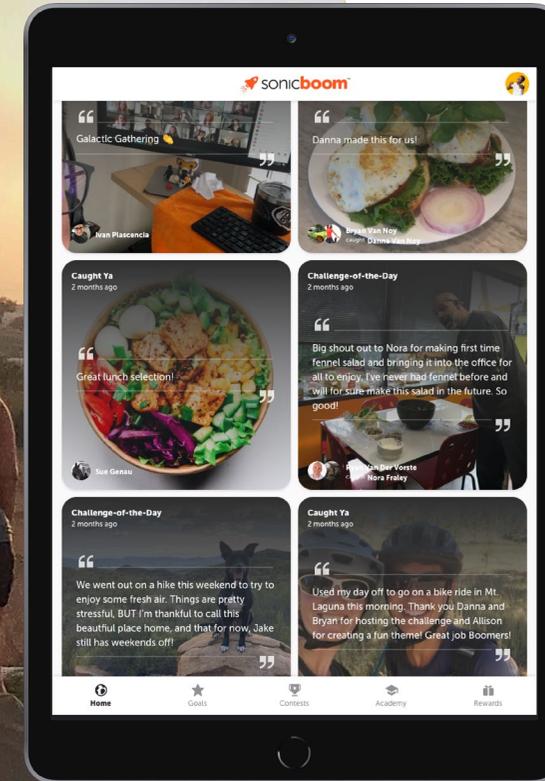
We get bored easily – and we know members do, too. That's why we spend so much time coming up with stimulating new features and functionality.



Creating Social Connection

Near & Far

Creating connection, unification, and camaraderie are priorities. Whether working from home or in the same office (or separated by continents), people use our social features to connect, engage, motivate, and hold one another accountable...



Competitive/cooperative challenges



Community & philanthropic programs



Recognition & acknowledgement



Family & friends can be included



Social feed & healthy selfies



Chat boards, liking & commenting

If a program is comprised of a static "menu" of activities, people may or may not be interested enough to engage. But when activities are personalized for every individual, they're relevant and meaningful and more people will play along...



Personalized action plans



Choose your dedicated lifestyle coach



Self-directed education/quizzes/videos



Targeted, risk-stratified referrals to benefits and clinical solutions



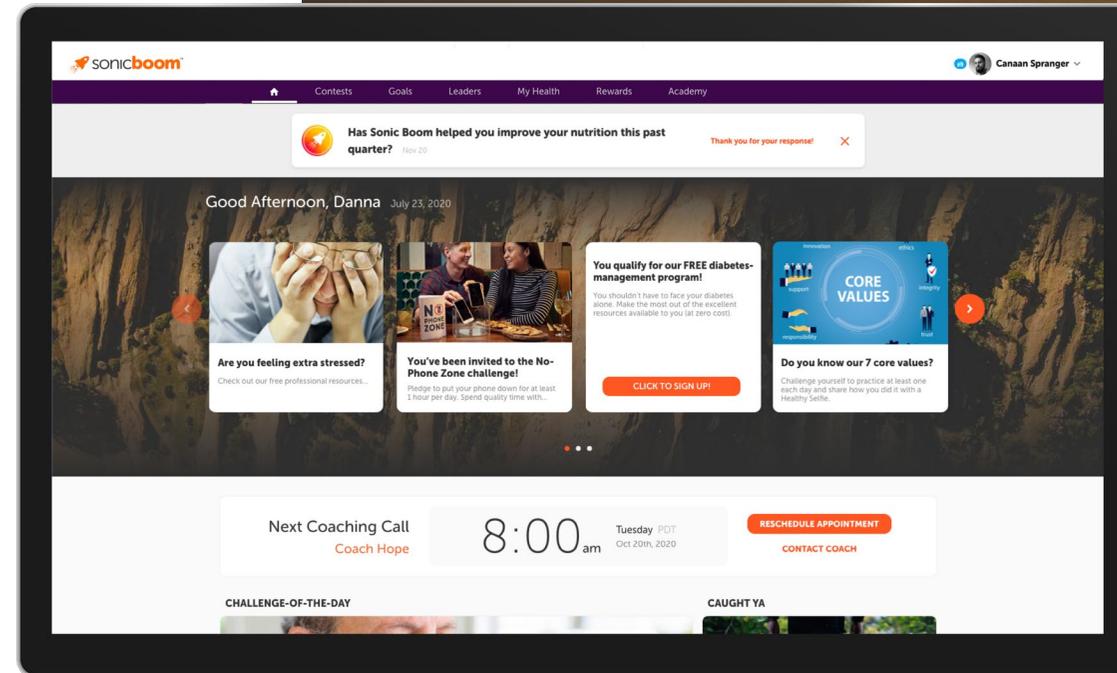
Holistic variety for any goal or interest



Stratified content/communications by risk, segment, or individual



Member-generated experiences, making them more personal and relevant, and therefore more meaningful



It's **Personal**



There's No Beating Our Contests



Wellness challenges are typically just dressed-up versions of "most steps wins" contests. The same people win every time and that's no fun. Some vendors offer "hundreds" of challenges, but they're all the same "most X wins" mechanic with a smidge of configurability. What if I want to do a challenge that's personalized to me? Why not make it 100% customized? Oh, we do...



Unlimited Contests

Fully customized, personalized, and easy-to-create (companywide and member-generated) with custom themes, rules, goals, and rewards.



Teams

Unlimited teams, auto-team assignment, randomized teams, elimination logic, and auto-enroll (fully segmentable).



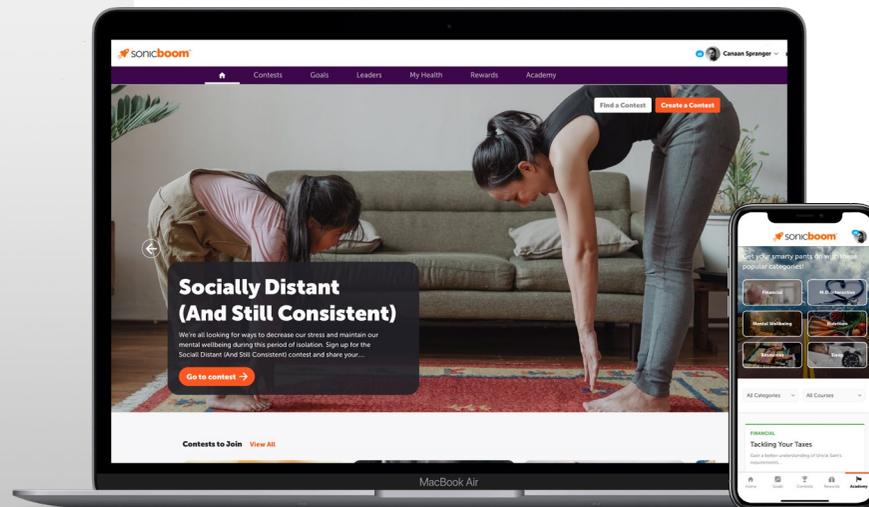
Social-Cause Challenges

Incorporate community events, philanthropic causes, and/or company values.



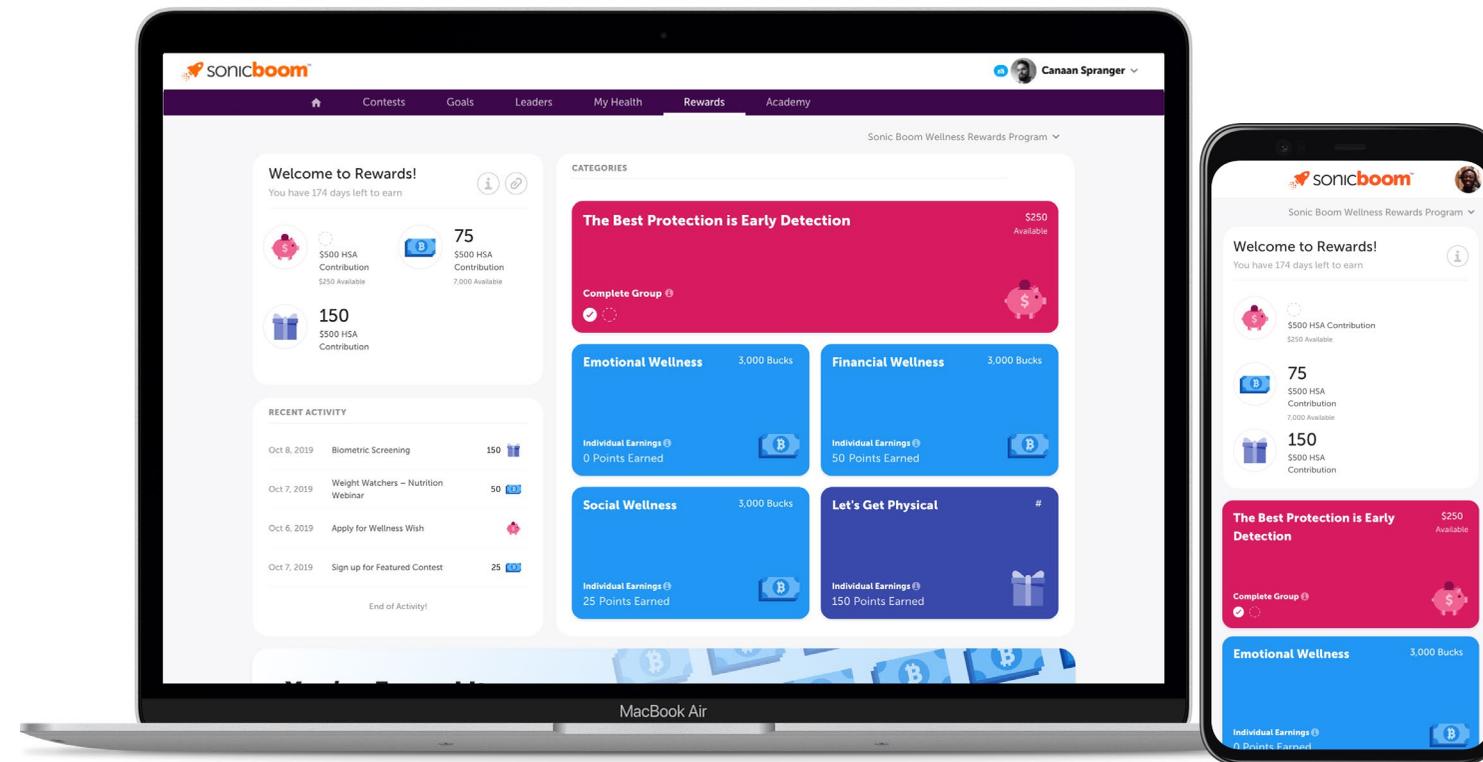
Cooperative Challenges

Team-based challenges for those who prefer to work together rather than compete (or they can do both!)



Reinventing **Rewards**

We don't have to rely upon rewards to drive engagement, yet most of our clients have rewards systems in place, with varying degrees of complexity. Our rewards platform is 100% customizable to meet the needs of any client.



Biometric Rewards

Reward for biometric completion, outcomes, and/or improvement



Multiple Currencies

Ability to handle multiple currencies (of any type) simultaneously



Online Mall

Optional online mall (Boomer Bucks)



Vendor Integration

Validation through integration with outside sources or auditable self-reporting



Real-Time Reports

Real-time achievement reporting



Consultation

Consultation on best practices and compliance improvement.



Customized Communications

It's our job to maximize engagement, and half the battle is building awareness in the first place. All communications can be targeted to specific groups of members through "segmentation," right down to an individual member. Our custom communication channels include...

-  Smart "recommendation cards"
-  Push notifications
-  Custom Challenges-of-the-Day
-  Portal alerts
-  Yes/no surveys
-  Custom action plans through the incentive system
-  Email blasts (can be segmented with targeted messages)
-  Custom contests used to promote company values/initiatives
-  Custom theming / white-labeling available
-  Posters, flyers, PPT slides, postcards, digital ads, mailers, and table tents

Platform/Service **Summary**

We've shared **a lot** of information with you so far, so here's a quick summary of the modules/features that come standard within our core platform (as well as our optional add-on services)...



Fully customizable contests and challenges
(org-wide and member-generated; unlimited)



Caught Ya™ peer-to-peer recognition system
(w/ optional photo sharing and social networking)



Flexible and automated incentive management
(custom; segmentable)



Challenge-of-the-Day™ (fresh/inspiring content across
all categories of wellbeing)



Sonic Academy™ (interactive videos, quizzes, and
educational courses)



Goals, Trackers, Leaderboards, and 7+ methods
of custom/segmentable communication



Dedicated account-management team and
member support

Optional add-ons



Boomer Bucks™ online incentive catalog



Tobacco cessation



1-on-1 health/lifestyle coaching

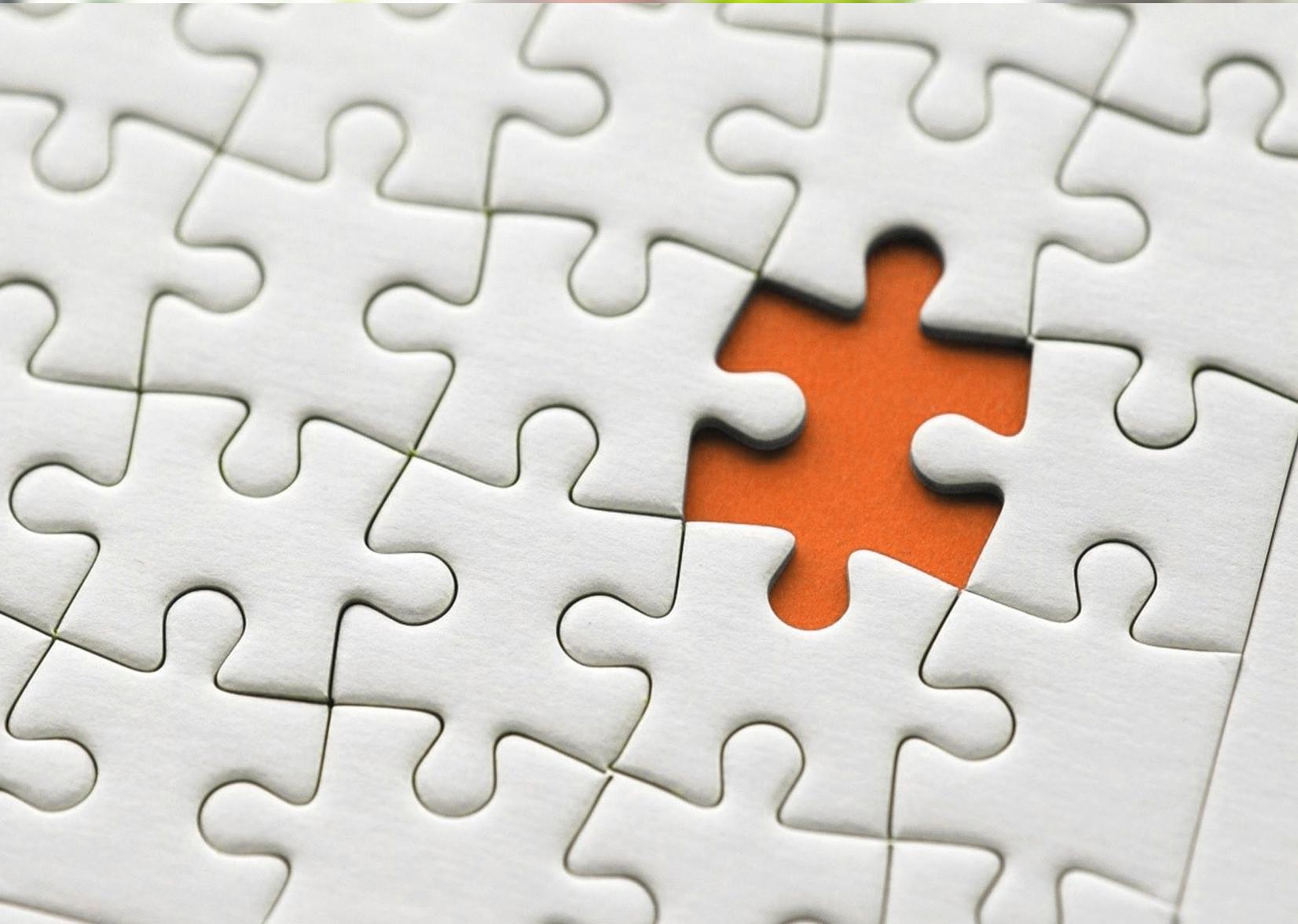


Fully integrated biometric screenings



Premium mental-wellbeing content library





Are you a match?

Clients seeking any of the following are speaking our language:

- ✓ *"We want a program that will socially connect our employees, even virtually."*
- ✓ *"We're aiming to become a destination employer-of-choice."*
- ✓ *"We're looking to infuse wellbeing into our culture."*
- ✓ *"We want a fun, high-energy, fresh approach that adapts over time."*
- ✓ *"Attracting and retaining top talent is everything to us."*
- ✓ *"We're big fans of white-glove service and consultative support."*
- ✓ *"Building camaraderie, teamwork, and social recognition is just as important as attenuating healthcare trend."*

We're not for everyone.

Clients looking for a simplistic inside-the-box solution need not apply.



Want to learn more (or see a demo)?



760.438.1600



sales@sbwell.com



sonicboomwellness.com/brochure

