



# Why Fitbit?

While HES wellness campaigns integrate with a wide range of devices and mobile apps, we've selected Fitbit as our preferred device because of the many advantages it offers our clients and their participants.

## Market Leadership

Fitbit is far and away the leading device manufacturer in the US. Pass 10 people on the street wearing a fitness tracker and chances are 8 of them are using Fitbit. In fact, the name is used synonymously to indicate any fitness tracking device — just as Kleenex is synonymous with facial tissue.

## Unbeatable Technology

A handful of other trackers have achieved comparable results for accuracy, but none approaches Fitbit's end-to-end technology solution. From world-class API design to drop-dead easy UI, Fitbit is second to none.

## Consumer-friendly Business Model

Whether it's learning about Fitbit on their website, making a retail purchase, or setting up a branded webcart with deep discounts through HES, every facet of the participant experience has been ironed out to make it simple and fun.

Your wellness program and participants should expect nothing less than the best. That's why HES — the world leader in workplace wellness campaigns — recommends Fitbit. Request our Fitbit Price Guide and Order Form by emailing [fitbit@hesonline.com](mailto:fitbit@hesonline.com) or calling 800.326.2317.

## Exceptional Value

HES has negotiated big discounts on all Fitbit products; we pass the savings on, offering your wellness program the best combination of quality and price in the industry. In addition, the flexible webcart setup takes the hassle out of fulfillment while giving participants choice of color and style.

## Unparalleled Support

Our staff trains continuously on Fitbit devices so we can answer any questions. And almost everyone at HES has a personal favorite Fitbit device, used in *Well Traveled*, *Walktober*, *10K-A-Day*, *Health for the Holidays*, and more...

## Available for:

