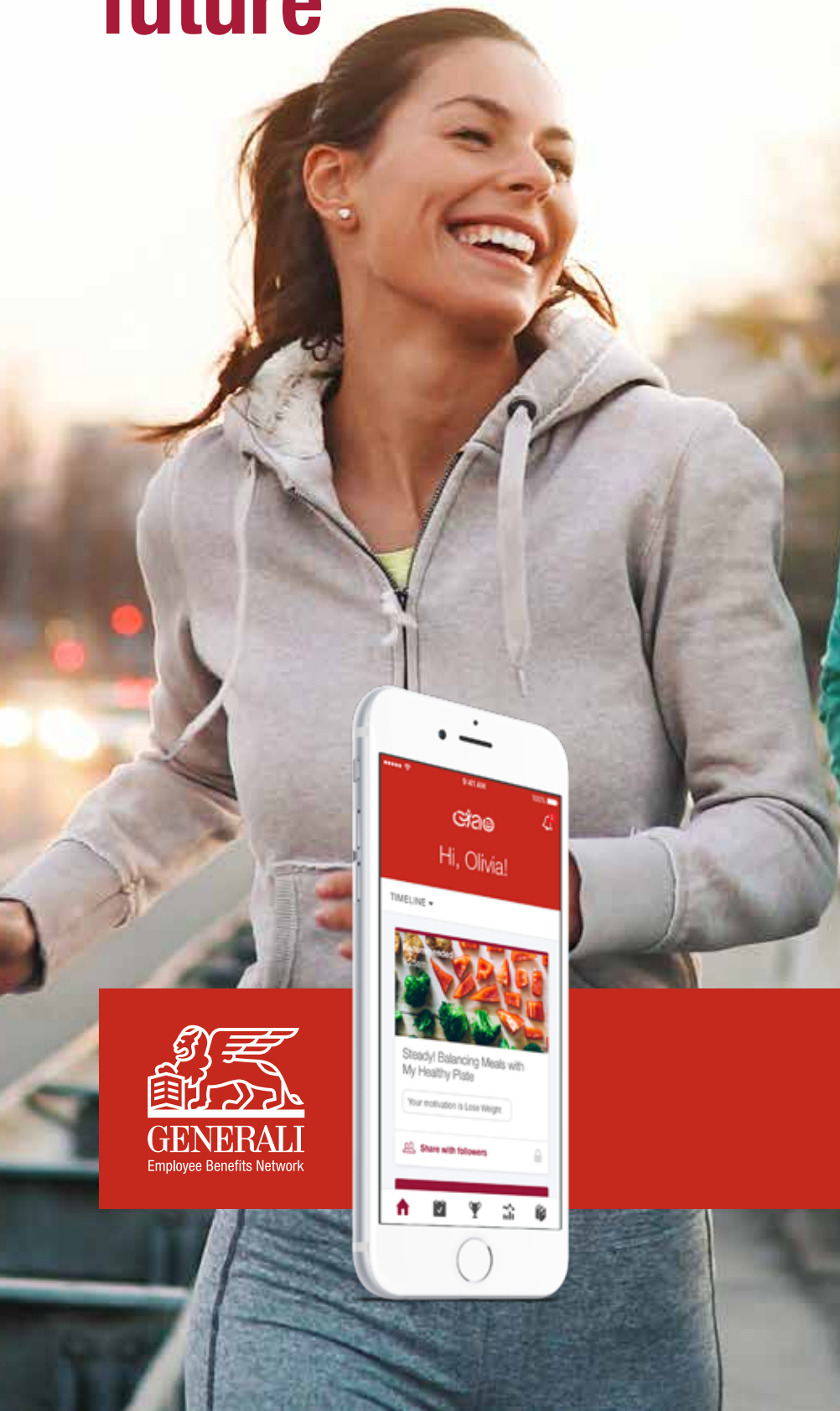


Helping your employees build a healthier future

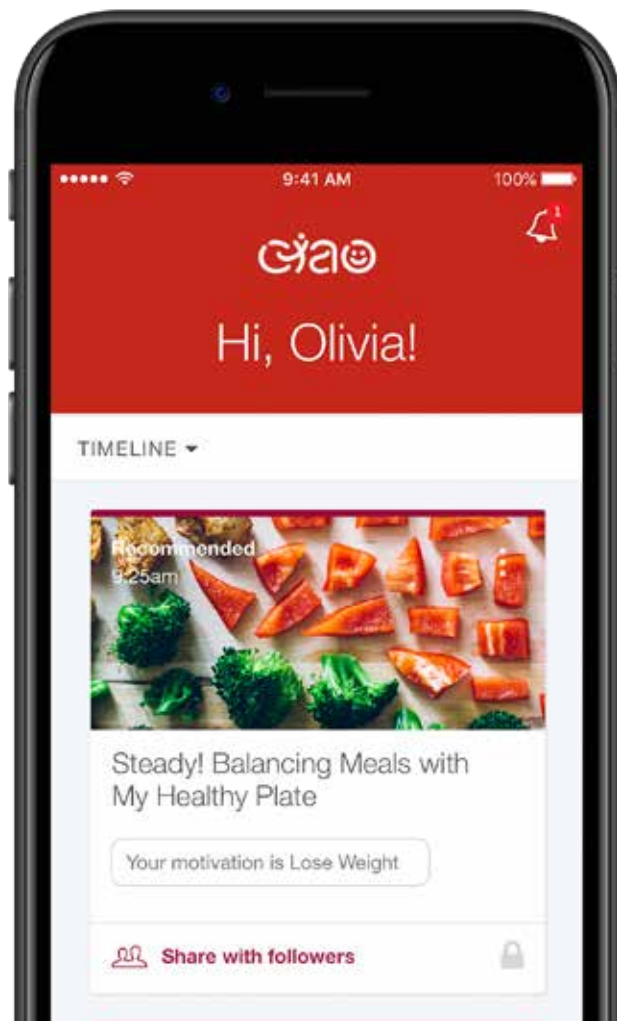


How are you?

Lifelong changes start with everyday habits

Our new Ciao app is designed to help your employees build healthy behaviours one day at a time – whether they want to get fit, lose weight, reduce stress, improve sleep or just take better care of themselves.

It's completely free, and your employees can easily sync it with their smartphones, wearable tech and fitness apps, pulling in data to get a clear picture of how they're doing. The app has been developed through rigorous research and tested with real people all over the world.



A brighter future – for you and your employees

It's good news for your employees because it motivates them to reach their health goals – giving them the tools they need to succeed.

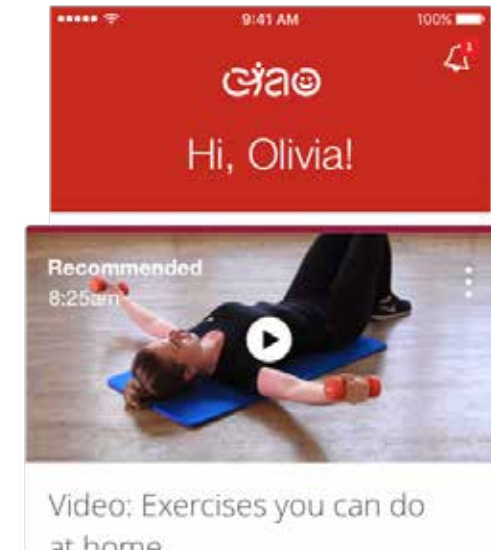
And it's good news for your company because healthier employees mean fewer sick days, higher productivity and increased retention.



CIAO helps employees improve their health

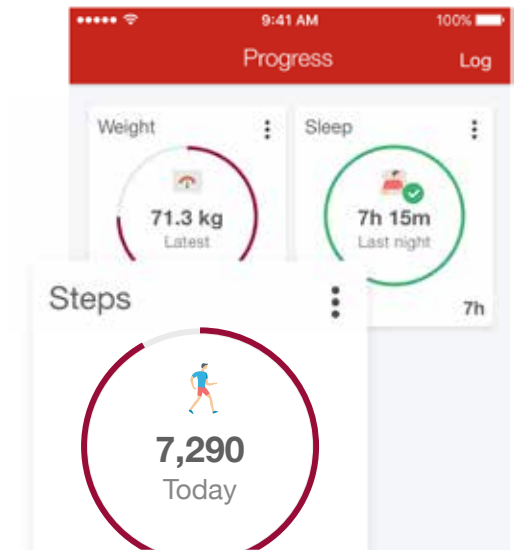
Your employees are treated as individuals

Personalised data and content targets their specific needs and helps them develop and maintain healthier habits.



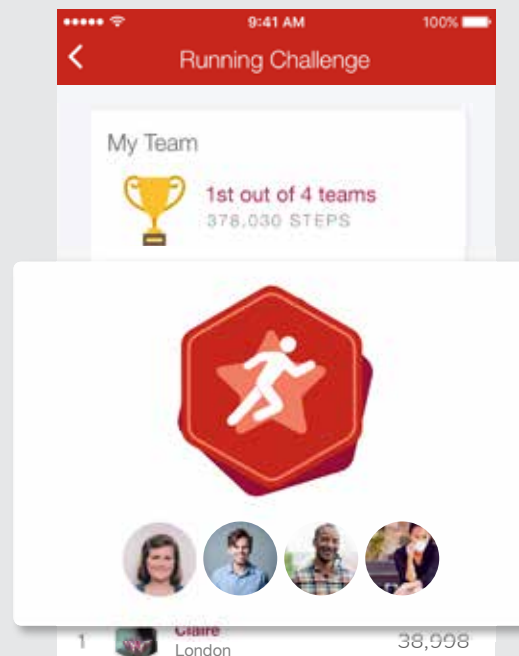
Your employees can set achievable goals

With regular progress updates your employees can see how far they've come and how close they are to hitting their targets.



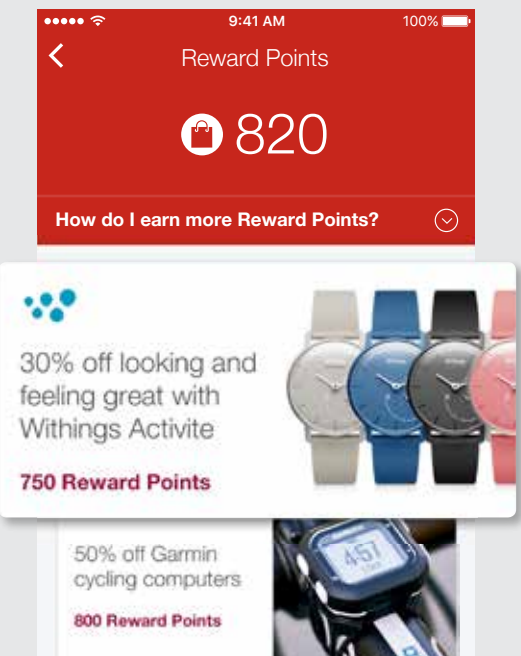
Your employees spur each other on

Being accountable to one another and competing in fun and friendly challenges motivates them to achieve more.



Your employees remain motivated

Using proven techniques, such as leader boards and reward points, employees are encouraged and inspired.



Key product features

Monthly challenges

Motivate employees to get active by joining in regular challenges. These usually last a month and are designed to promote friendly competition and office culture.

There are 25 to choose from, including walking and running challenges, as well as seasonal tasks.

Smartphones and wearable tech measure distance covered or steps taken and this feeds in to the leader boards, so everyone can see how they're doing. At the end of the challenge, the winners are announced by email.

Action plans

Employees can commit to healthy lifestyle changes, building healthy behaviours that help them achieve their long-term goals. They can switch to a different habit at any point, marking it as complete, with the option to go back to it in future.

Articles

Every day, your employees will see personalised content that's targeted to their individual needs. Including health tips, advice and articles – tailored just for them.

Progress monitoring

Employees can set personal goals, such as 10,000 steps a day. The app will pull data automatically from their health and fitness trackers, or they can choose to enter it manually, earning up to 20 reward points a day.

Digital health journeys

Employees can access a host of information and engagement features designed to help manage chronic illnesses and improve health and wellbeing. The following programs can be added to the basic Ciao package: - *Diabetes prevention* - *Diabetes (Type 2) management* - *Mental wellbeing* - *Smoking cessation* - *Healthy pregnancy*.

Proven Results






The key to it all is a genuine understanding of people's motivations. The app is based on continued research into the tools that lead to success, with input from a wide range of world-class behavioural science experts.

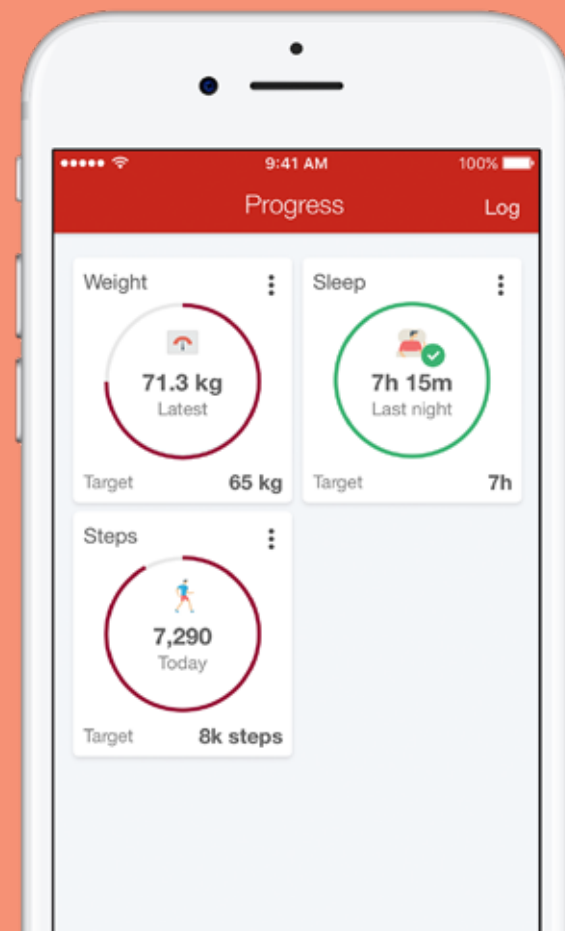
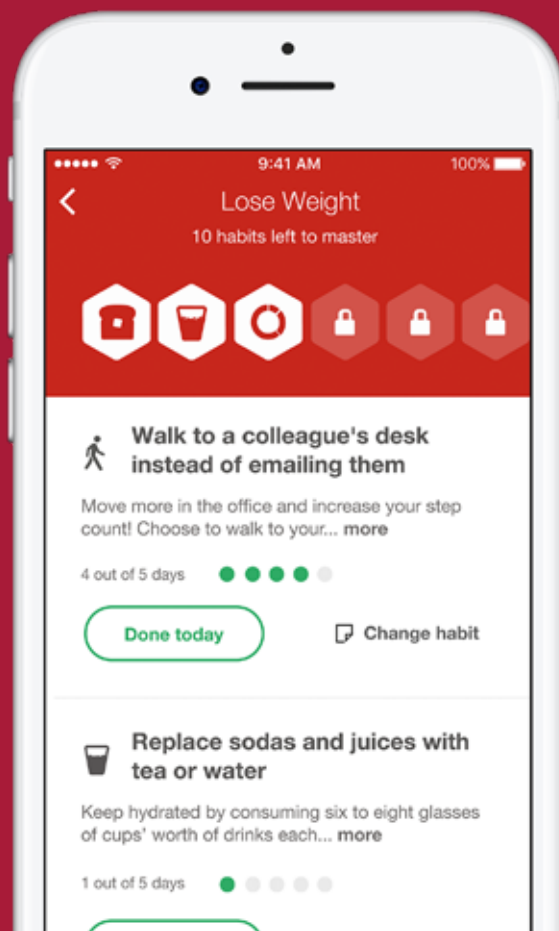
Every product feature is put through its paces in a test platform with real people and only the best make it into the live app. If something doesn't get results, your employees will never see it.

A proven approach to staying on track

Research shows that people are more likely to achieve their goals if they focus on one core area. When your employees sign up, they'll choose their main motivation and the app will deliver targeted content and advice based on this chosen outcome, tailored to their personal circumstances.

Here are the health motivations employees can pick from:

-  **Get fit**
-  **Reduce stress**
-  **Lose weight**
-  **Sleep better**
-  **Live healthy**



Ciao's impact on health improvement:

- Daily steps: +25%
- Daily calories burned: +15%
- Distance per run: +22%
- Duration per run: +17%
- 54% who completed plans or challenges lost weight
- BMI reduced by -3.5% in first 8 weeks



Getting started is simple

Launching the product

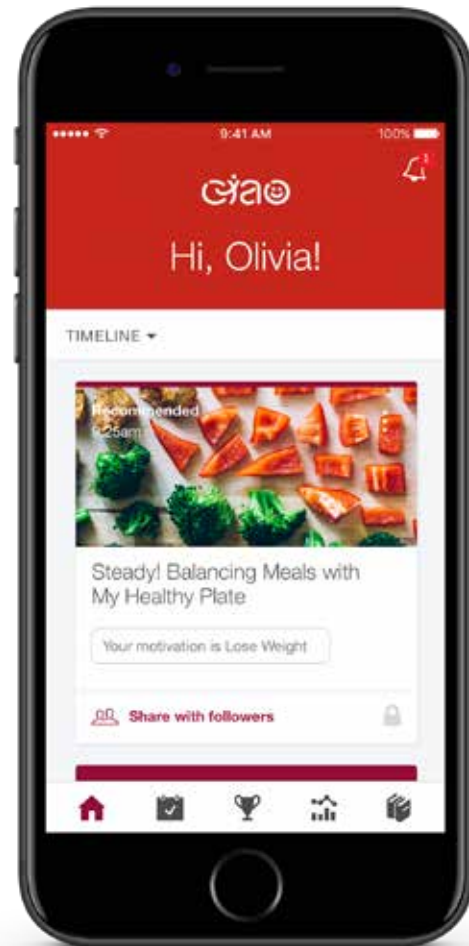
A strong internal marketing plan is crucial to getting your employees engaged with and using the app.

To help get the message across clearly and concisely, we'll provide a launch pack that you can customise in line with your brand guidelines - including emails, posters and flyers.



Accessing the product

It's easy to download our Ciao app from Google Play or the App Store by searching for 'Ciao Wellness'. The app can be accessed from desktop computers, tablets and smartphones.



What happens next?

If you're interested in offering the new Ciao app to your employees, please contact your local GEB representative.

Ciao is made available through an agreement between GEB and Tictrac.

*Ciao is part of GEB's continuing effort to help members **Stay healthy, Return to health, and Manage chronic illness.***



Stay healthy

Return to health

Manage chronic illness

Generali Employee Benefits

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