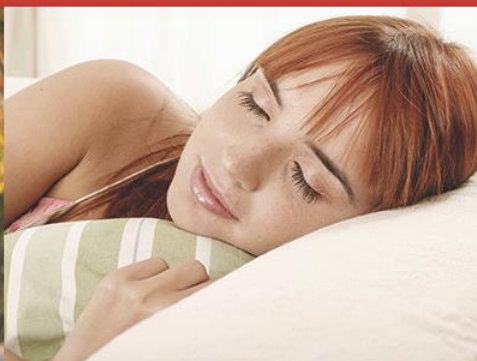


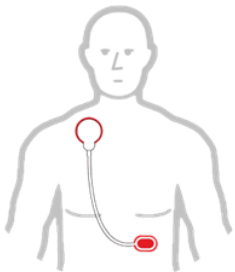


FIRSTBEAT LIFESTYLE ASSESSMENT: *BEST PRACTICES & EXPERIENCES FROM INTERNATIONAL GROUP ASSESSMENTS*



CONTENTS

- Introducing the Firstbeat Lifestyle Assessment
- New Lifestyle Assessment report
- Successful group models and Firstbeat experiences: How to assess large groups, but maintain high quality and a personal touch
 - Multinational groups
 - "Case faraway"

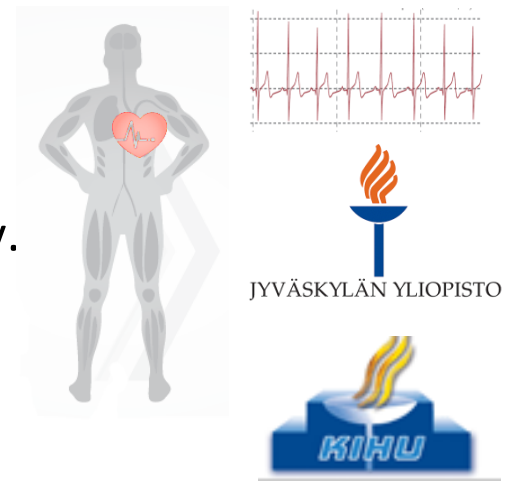


LIFESTYLE ASSESSMENT STEPS



FIRSTBEAT LIFESTYLE ASSESSMENT

- Lifestyle assessment is based on analysis of heart rate variability and digital modeling of the body's physiology.
- The method is based on 15 years of research at the U. of Jyväskylä and Research Institute for Olympic Sports.
- Lifestyle assessment will help you with stress management, recovery and exercise prescription.
- Over 100000 lifestyle assessments conducted worldwide.
- Firstbeat is used by the best athletes in the world and by over 300 top teams in 40 countries.
- The technology is widely used e.g. in heart rate monitors and other consumer products.



MANAGE YOUR STRESS

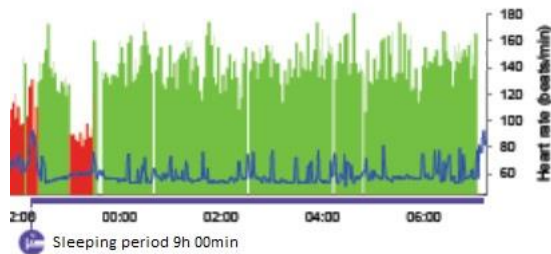
- Identify stress peaks and moments of recovery in your days. For example, a peaceful moment during the day can improve your resilience and lower your stress level.
- Learn to identify situations that typically cause stress. It is not essential to eliminate stress, but to ensure sufficient recovery.



RECOVER BETTER

- Lifestyle assessment reveals the amount and quality of recovery during sleep and helps you understand what factors can weaken your sleeptime recovery.
- Sleep is the most important time for recovery. The sleep period should be long enough and of good quality to improve your well-being and health.

Good recovery



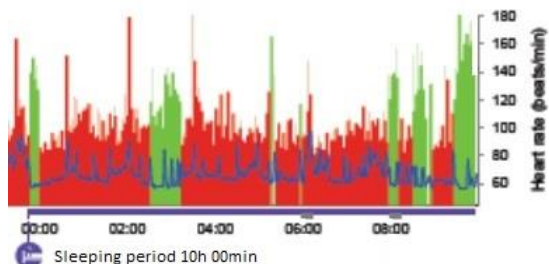
Share of recovery during sleep:



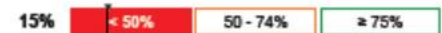
Quality of recovery (HR variability, RMSSD):



Weak recovery; 3 units of alcohol



Share of recovery during sleep:

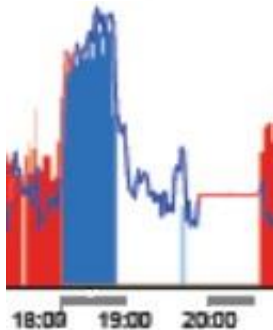
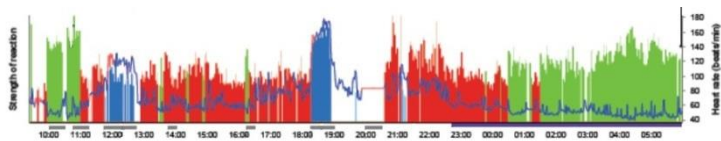


Quality of recovery (HR variability, RMSSD):



EXERCISE RIGHT

- You will get accurate information about the health- and fitness-promoting effects of exercise and of energy expenditure both during exercise and during the entire day.
- Good physical fitness supports health and improves your ability to recover. By exercising right you can significantly enhance your well-being. merkittävästi.



Temporarily overreaching (Training Effect 5.0)
 After this kind of exercise, it's important to rest and do light exercise.
 ⌚ 37min 🔥 279 kcal

PHYSICAL ACTIVITY

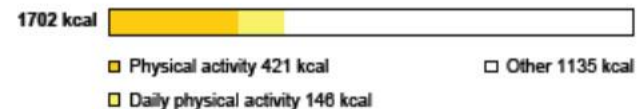
The total duration of physical activity **1h 12min** of which fitness-promoting physical activity **36min**.

Physical activity index: **93/100**



ENERGY EXPENDITURE

Total energy expenditure:



STARTING THE MEASUREMENT

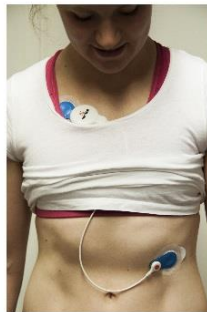
- Select a measurement period that works the best for you (see Info letter).
- The measurement lasts 3 consecutive days. Start the measurement in the morning and end it 3 days later after you wake up.
- Attaching the Bodyguard 2 device:



1. Attach the electrodes to the snaps.



2. Remove the cover.



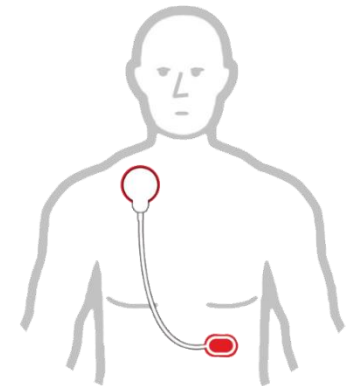
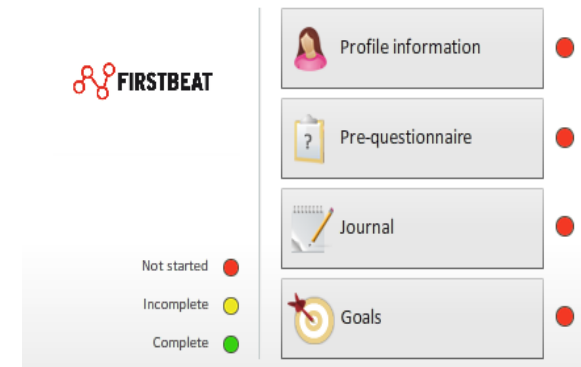
3. Attach the device to the right side of the body under the collarbone. The other end is attached to the left side of the body on the rib cage.



4. The measurement starts automatically when the device is attached. Make sure the green led is flashing. The light is easiest to see in a dark room.

DURING THE MEASUREMENT

- On the 1st day of your measurement, you will receive an e-mail with a link to your personal information and journal forms.
- We need your personal information and journal markings to analyze the data, so it is important to fill them in accurately and promptly!
- Detach the device during showers, sauna and swimming. Recording continues automatically when you re-attach the device.
- Change the electrodes at least once per day, e.g. after taking a shower or if they become loose.
- End the measurement by detaching the device from your body. The measurement ends automatically.



LIFESTYLE ASSESSMENTS FOR LARGE (MULTINATIONAL) COMPANIES

1	Company orders the assessment from Firstbeat (# of people & their email addresses) → the timetable is planned
2	Firstbeat creates the group (<i>Analysis Server**</i>) & sends Bodyguards
3	Info meeting (e.g. by a coordinator at the company): BG's and Info letter
4	Measurement (2-3 options) & return of monitors via mail
5	Analysis & creation of reports at Firstbeat
6	Feedback <ul style="list-style-type: none">• Onsite session 1hr. → reports are handed out & interpreted• Online webinar 1hr. (e.g. Adobe/ Lync) → reports are e-mailed to each participant ahead of time• Individuals feedback talks via phone can be scheduled (app. 15 min)

BENEFITS

- Allows participants from different locations / countries to participate at the same time
- Expenses are saved because participants / specialists don't always need to travel to distant locations
- Different languages are supported (e-mail communications to the client, questionnaires & reports)
- The client gets the feedback from an experienced specialist; the company does not need to learn the technical logistics!

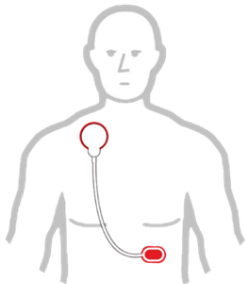


“CASE FARAWAY”



- BG's sent overseas together with the Info letter; a local coordinator handed them out to participants
- Info slides sent to each participant via email
- A local coordinator was instructed how to download data to the server (*Uploader access; without having access to any personal info*)
- Analysis and reports conducted at Firstbeat

- Group feedback session (1 hr) + individuals feedback talks (20 min each) at the client's offices (2 days) to give the project a personal touch!



REFLECTIONS ABOUT THE PROJECT

- Logistics worked very well
- Having the local coordinator was important
- The instructions and the process were well understood in a different culture; no problems with understanding how to use the Bodyguard, fill out the journal etc.
- Group feedback prompted the group to discuss some steps together
- Personal talks brought a lot of depth to the project



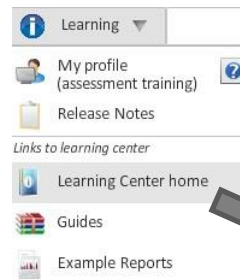
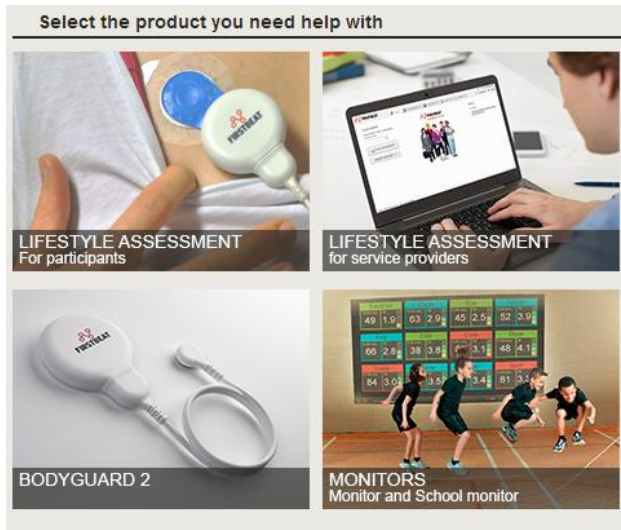
“I got some great information from the assessment, in particular that my body wasn’t spending enough time in “recovery mode” each day to support my active work and training schedules, and this was hurting my performance.”
- Greg Gonzalez, CEO SQL Sentry –

<http://www.firstbeat.com/work-well-being/success-stories/sql-sentry>

FIRSTBEAT SUPPORT & LEARNING CENTER

www.firstbeat.com/support

<http://www.firstbeat.com/support/lifestyle-assessment-for-service-providers>



Lifestyle assessment for service providers

FAQ

Learning center

- ▶ Lifestyle Assessment manuals and guide videos
- ▶ What is a Firstbeat Lifestyle Assessment
- ▶ Physiological background
- ▶ Measurement
- ▶ Interpretation of results
- ▶ Providing feedback
- ▶ Firstbeat HRV solutions for research
- ▶ Learning center material download

Marketing materials

Contact support

Webinars

Firstbeat Learning Center

The goal of the learning center is to help service providers and users of information provided by Firstbeat in one place. The Learning Center contains and deepens topics that have been learned during Firstbeat user training Lifestyle Assessment services.

The Learning Center consists of the following topics:

1. Lifestyle Assessment manuals and guide videos
2. What is a Firstbeat Lifestyle Assessment?
 - Hands-on tool for well-being professionals
 - Application areas and benefits
 - Lifestyle assessment step-by-step
3. Physiologic background
 - Autonomic nervous system and heart rate variability
 - Research background of the Firstbeat method
4. Measurement
 - Preparation of a project
 - Conducting the measurement
 - Service provider preparations before the measurement
 - Client steps during the measurement
 - Analyzing the data

STAY TUNED!



facebook.com/firstbeattechnologies



twitter.com/firstbeatinfo



www.linkedin.com/company/firstbeat-technologies-oy

Subscribe to the Firstbeat Newsletter: www.firstbeat.com



CONTACT US

Firstbeat Technologies
Yliopistokatu 28 A,
40100 Jyväskylä, Finland.
Tel. +358 207631 660, info@firstbeat.fi