

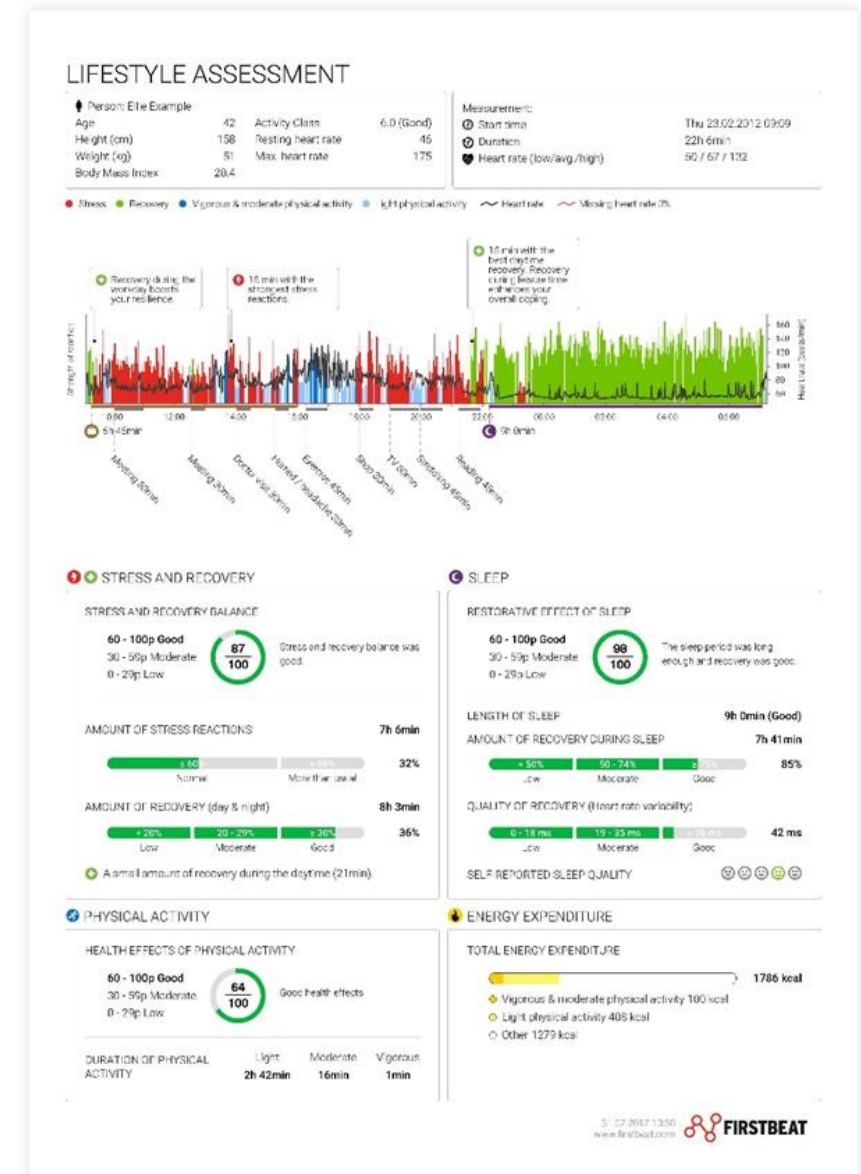


# Firstbeat Lifestyle Assessment Center Service Model

12 April 2020

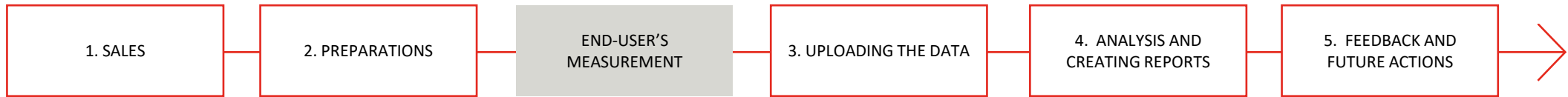
# FIRSTBEAT CENTER – EFFORTLESS WAY TO CONDUCT FIRSTBEAT LIFESTYLE ASSESSMENTS

- *Firstbeat Center* is a Firstbeat distribution center specialized in delivering measurement devices to Lifestyle Assessment clients and uploading the data when the devices are returned. The Center was established to make the assessment process faster and more effective, as well as save the service provider's time.
- The Center allows you to measure large groups at once, without spending money on devices or time in device preparation and other technical steps.



# SERVICE MODELS

## OWN DEVICES



## CENTER



## CENTER+



■ FIRSTBEAT    □ SERVICE PROVIDER

# LIFESTYLE ASSESSMENT IN A NUTSHELL



## AFTER PURCHASE, CUSTOMER ORDERS THE ASSESSMENT ONLINE\*

We will deliver the measurement device to your customer's doorstep.



## MEASURE

3-day physiological snapshot of everyday life. Customer keeps a web diary to see the effect of different actions



## LEARN FROM DATA

Create the report and give your customer personal advice based on data to improve their well-being and performance.



## CHANGE FOR THE BETTER

See improvements in stress management, exercise and quality of sleep with effective, personalized lifestyle changes.

*\*Alternatively wellness professional gives the device to the customer.*

# WHO IS THE LIFESTYLE ASSESSMENT SUITABLE FOR?

- Key personnel and management teams
- Wellness project for entire personnel
- As part of annual (or other) health checks, e.g.
  - People who travel a lot
  - Shift workers
  - Workers with heavy physical workload



# PLEASE NOTE THIS ABOUT ILLNESSES AND OTHER CONDITIONS

Lifestyle Assessment results can be unreliable, and we do not recommend the measurement if the client has:

- A pacemaker
- Heart transplant or a difficult heart condition
- Chronic atrial fibrillation / atrial flutter
- Uncontrolled thyroid dysfunction
- High fever (it's better to postpone the measurement if you have fever)

If you have one of the following conditions, you can make the measurement, but please note that the results can be difficult to interpret or unreliable:

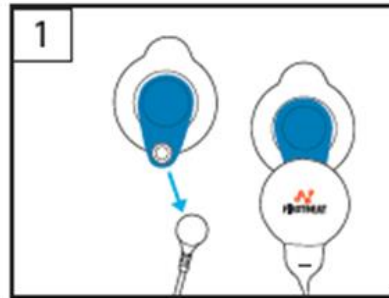
- Bundle branch block
- Coronary heart disease with angioplasty or bypass surgery
- Chronic neurologic disease (MS, Alzheimer, Parkinson)
- Diagnosed severe depression or exhaustion (medicated)
- Pregnancy

**NOTE!** Lifestyle Assessment is used to promote personal well-being and is not designed for diagnosing illnesses.

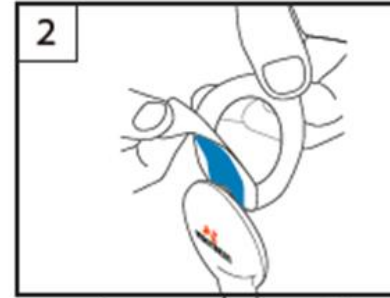
# ACCURATE MEASUREMENT, EASY TO CONDUCT

## Firstbeat Bodyguard 2:

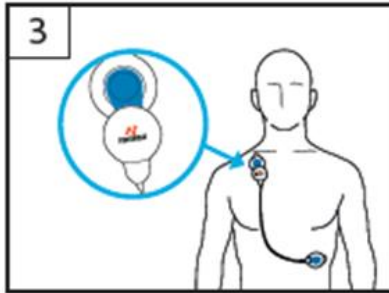
- Accurate heartbeat collection 1ms (1000 Hz)
- Storage capacity 20 days
- Rechargeable battery, duration about 6 days
- Data upload and battery charge via USB port



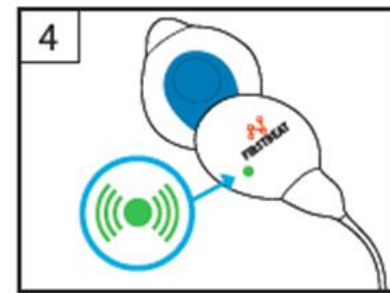
1 Attach the electrodes to the snaps in the Bodyguard 2 device.



2 Remove the protective covering of the electrodes. Ensure that your skin is clean and dry before you attach the electrode.



3 Attach the device to the **right** side of the body below the collar bone. The other end is attached to the **left** side on the rib cage.



4 The measurement starts automatically when the device is attached. Make sure the green light is blinking. Note! The light is easiest to see in the dark.



**It is not allowed to use the device in the water.**  
Detach the device during shower, sauna and swimming.  
The measurement continues automatically when you re-attach it.



# DO YOU WANT TO KNOW YOUR FITNESS LEVEL?

- Lifestyle Assessment's Fitness level can estimate your maximal oxygen uptake (VO<sub>2</sub>max) or aerobic fitness.
- **Walk** at least 30 minutes **continuously** at moderate – brisk pace any time during your 3-day assessment.
- For an accurate result, walk on flat terrain or on a treadmill. Avoid heavy loads, talking and stopping. Do not run or Nordic walk.
  - Steady pace - your result will not improve if you try to go as fast as possible.
  - Mark your Fitness Level walk in your journal.
- We do not recommend the fitness level walk if you have a condition that limits your ability to walk, Beta-blocker medication or if you are not used to any exercise.
- You can complete the Lifestyle Assessment without Fitness Level estimation!





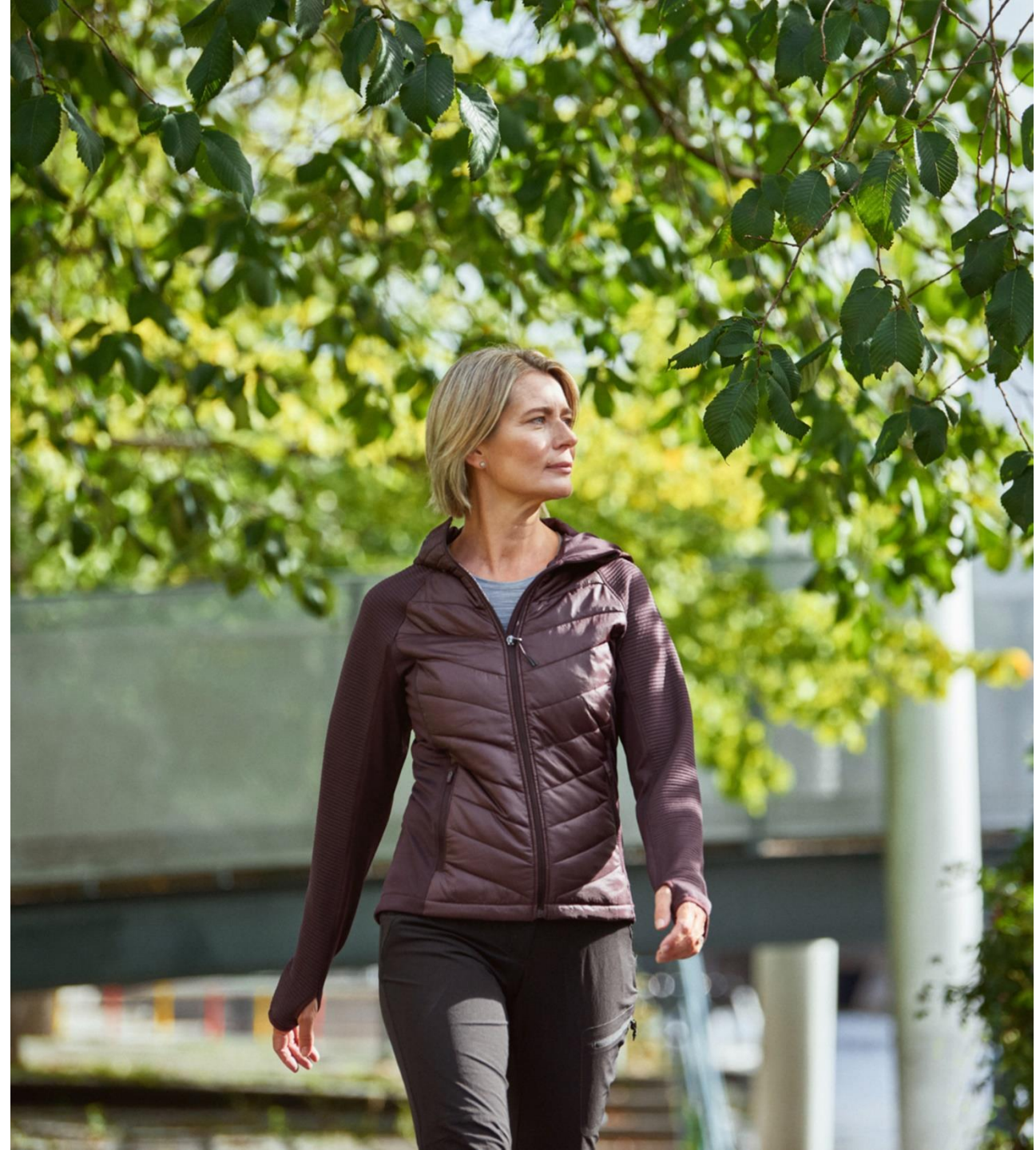
# IMPORTANT ABOUT DATA SECURITY (GDPR)

- Each Firstbeat Specialist is only allowed to open **his/her own measurements or the profiles / measurements of his/her own clients.**
- Each action that a Specialist does in the Firstbeat Lifestyle Assessment interface (such as opening a measurement or a report) leaves a trace in the program – and the Admin user of the account can check this, if needed.

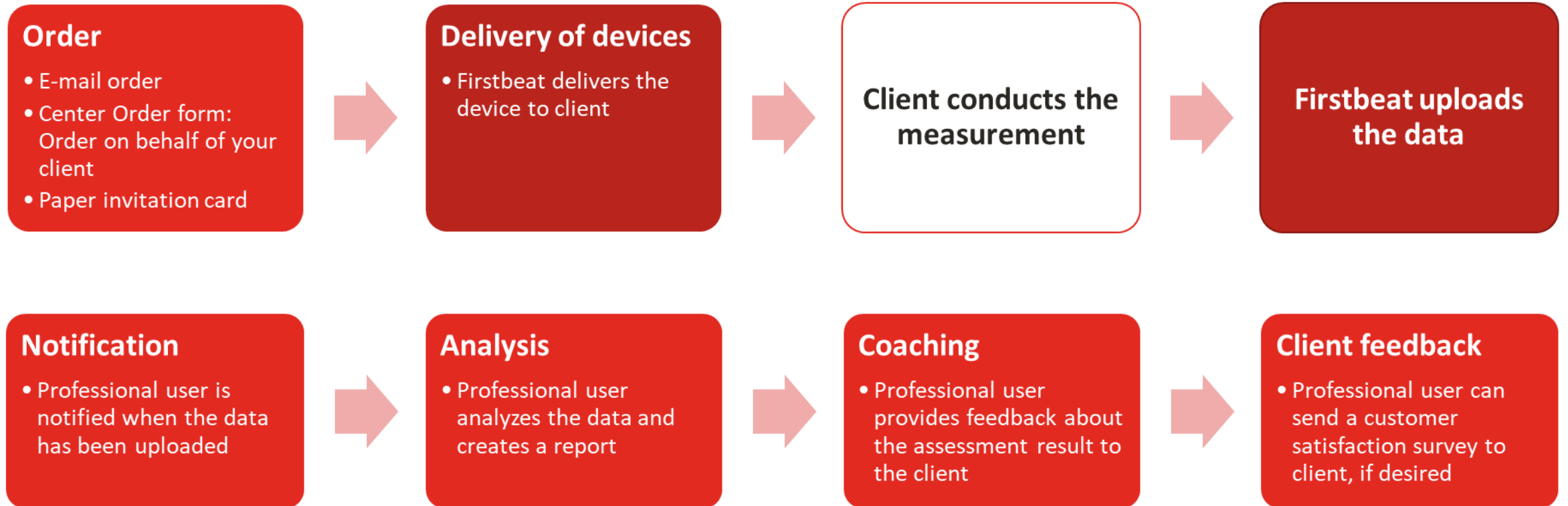
# Conducting Lifestyle Assessments

## Firstbeat Center Process & Practices

12 April 2020



# CENTER ASSESSMENT STEP-BY-STEP



# ORDERING: E-MAIL INVITATION

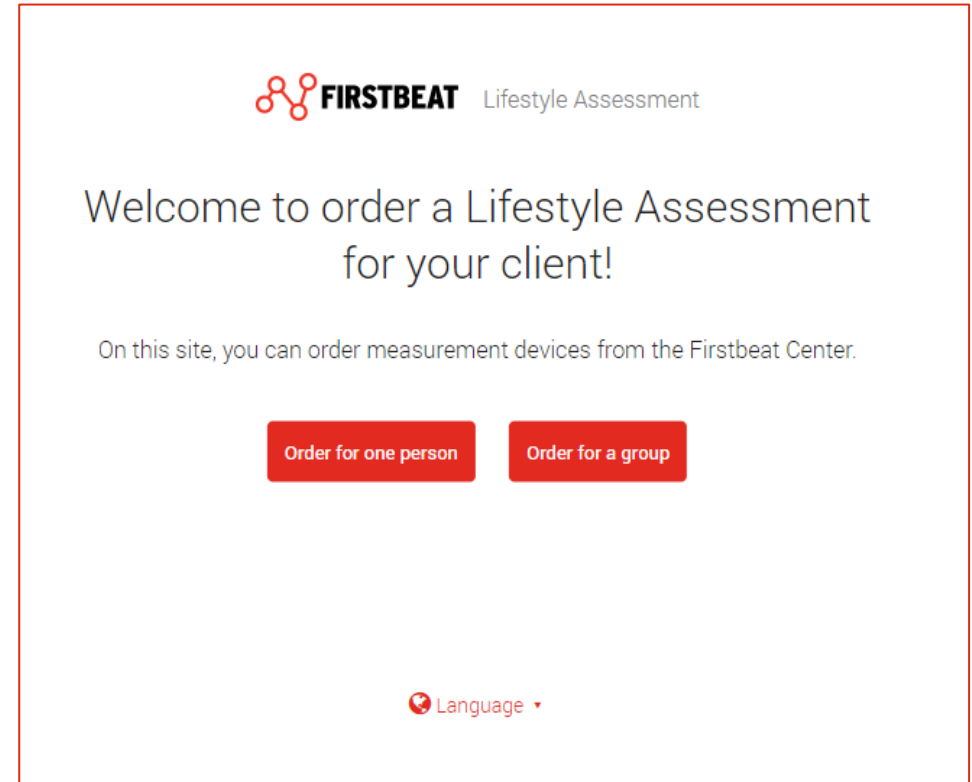
- Firstbeat sends an **Invitation to Lifestyle Assessment** to client's e-mail address. The sending date is determined when the professional user creates the Lifestyle Assessment.
- The e-mail invitation contains a link that allows the client to order the device to his/her address. Once the order has been placed, the client receives a journal link via e-mail.
- ***Assessment credit is used once the order has been placed!***
- Professional user determines the sending & expiration date of the order link. Once the link expires (default 3 weeks), order cannot be placed.
- Note! The order and journal links are personal and must not be forwarded to other people.

**ASSESSMENT DETAILS**

First name	<input type="text" value="Ellie"/>
Last name	<input type="text" value="Example"/>
Language	<input style="border-bottom: 1px solid #ccc;" type="text" value="English"/>
E-mail	<input type="text" value="ellie.example@firstbeat.com"/>
Invitation will be sent on	<input style="border-bottom: 1px solid #ccc;" type="text" value="Today"/>
Invitation expires on	<input style="border-bottom: 1px solid #ccc;" type="text" value="20.11.2018"/>
Professional user	<input style="border-bottom: 1px solid #ccc;" type="text" value="Support, Firstbeat"/>
Service model	Center+ <span style="font-size: 1em;">?</span>

# ORDERING: ON BEHALF OF YOUR CLIENT

- Professional user can also order the Lifestyle Assessment on behalf of the client.
- To make the order, professional user needs the client's name, e-mail address, language, and delivery address (unless the order is made to p-u's own address).
- ***Assessment credit is used once the order has been placed!***
- **Note!** A group order can only be made centrally to one delivery address.
- Professional user can make the order in advance and schedule the device shipment for a later date.



# BENEFITS OF DIFFERENT ORDERING MODELS

## E-mail invitation

- You want the assessment process to kick off right away
- You want to conduct the project without collecting the participants' contact information

## Ordering on behalf of the client

- You want to order the measurement device on behalf of your client (**Note!** You need to have the client's contact info)
- You want to order the device(s) to yourself and then give it/them to your client(s)

## Paper invitation card (*available for purchase; please ask Firstbeat for info*)

- You want to let the client place the assessment order but you do not have the client's e-mail address
- You wish to, for example, give the Lifestyle Assessment to a client as a present or sell it as a gift card

# DELIVERY OF DEVICES

- Firstbeat sends the device package to the address provided by the client. The measurement package includes:
  - Bodyguard2 measurement device
  - 10 pieces of electrodes
  - Measurement instructions that advise the client to start the measurement within a week of receiving the device
  - Pre-paid return envelope
- NOTE! The measurement package is standardized, and cannot be changed for different projects.
- It is the professional user's responsibility to advise the client if the measurement differs from the standard 3 days - and provide additional electrodes. Electrodes can be ordered via the material order form on the Firstbeat website.



# CLIENT CONDUCTS THE MEASUREMENT

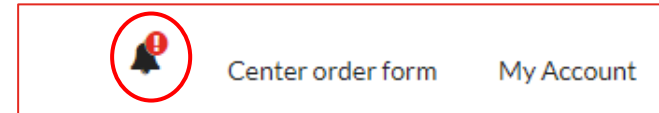
- Client starts the measurement within a week of receiving the device. Professional user (service provider) is the client's contact person if the client has questions.
- If the client has not recorded a starting time within 14 days of ordering the device, Firstbeat reminds the client to start the measurement.
- After the measurement, the client returns the device in a pre-paid return envelope to Firstbeat.
- If the device is not returned to Firstbeat Center within 30 days of placing the order, Firstbeat sends a reminder message to the client. The client has one week to return the device, or it will proceed to invoicing. At this point, the professional user is also notified about a late device.
- Unreturned devices are charged from the service provider (**-2 Center credits**). More information about this is found in your Firstbeat contract.

Automatic eminder messages		
	Messages to end client	Messages to professional user
<b>7 days after the order link was sent</b>	A reminder to order the measurement device to those who have not yet ordered.	
<b>14 days after ordering</b>	A reminder to start the measurement to those who have not yet marked their measurement starting time to the journal.	
<b>30 days after ordering</b>	A reminder to return the device within one week, or there might be an additional charge for unreturned device.	A message to inform that the end-user has been remonded to return the device within one week. If the device is not returned by then, Firstbeat might deduct two (2) Center credits from the service provider account.
<b>30 days + 7 days after ordering</b>		If the measurement device has not been returned by this date, Firstbeat will notify the service provider that the device has not been returned and that due to this Firstbeat will deduct two (2) Center credits from the service provider account.



# DATA UPLOAD, ANALYSIS AND NOTIFICATIONS TO PROFESSIONAL USER

- When the device returns to the Center, Firstbeat uploads the data.
- Professional user can view uploaded measurements via the **Notifications** tab.
- Professional user can now analyze the measurement and create a report.
- If desired, **professional user can turn on e-mail notifications.**
  - Lifestyle Assessment Home page – My account – My settings
  - When on, professional user receives an e-mail notification when their clients' data has been uploaded. (They do not need to sign into Lifestyle Assessment to check for data.)



**MY SETTINGS**

Person information **Settings**

Timezone: Europe/Helsinki

Date format:  02.10.2017  02 Oct 2017

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Create Physical Workload report from worktime only

Show the Training Effect boxes on the Lifestyle Assessment reports

Receive e-mail notifications when

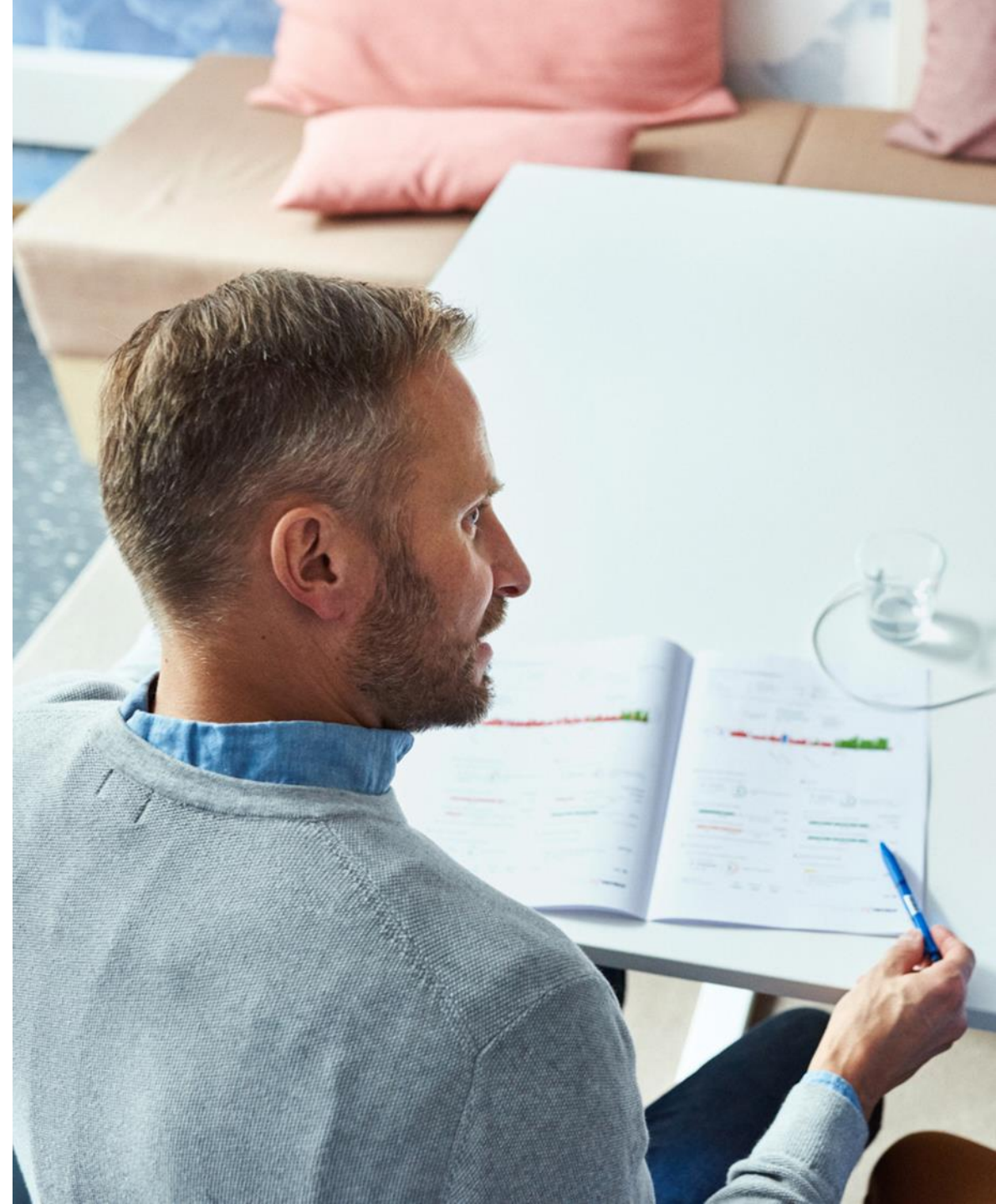
Firstbeat Center uploads measurements

**↑**

Save Cancel

# COACHING FOR YOUR CLIENT

- Professional user schedules a coaching session together with the client.
- Professional user provides feedback about the Lifestyle Assessment result.
- Possible further steps and action points are agreed on.
- If desired, professional user can send a feedback questionnaire from Lifestyle Assessment after the feedback has been provided.

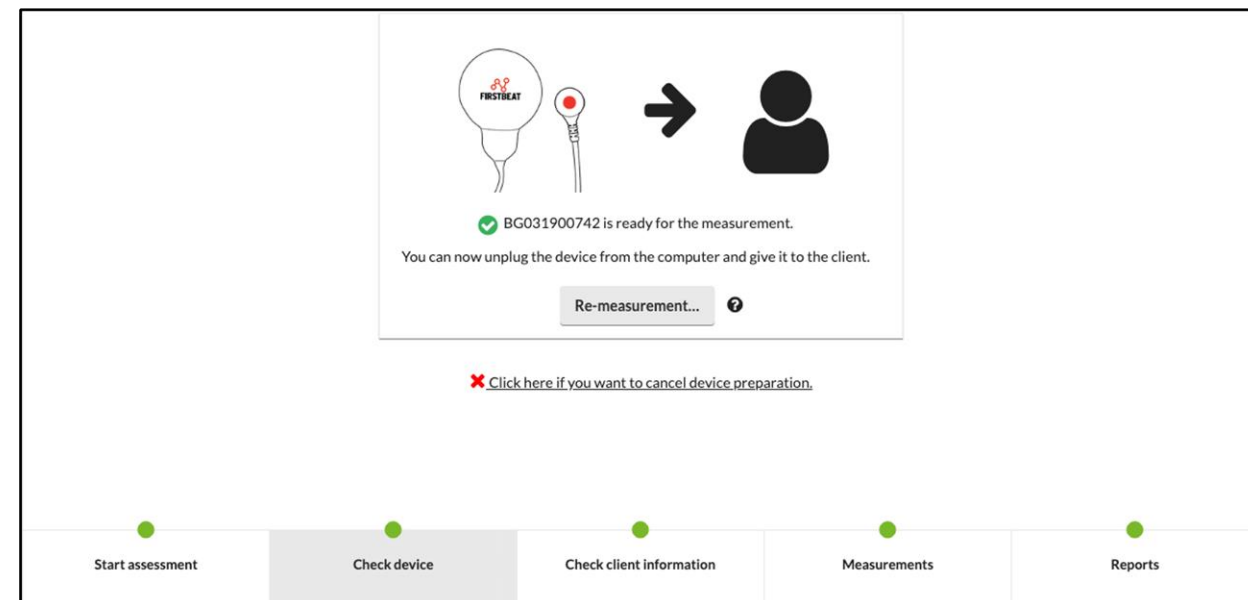


# COACHING SESSION – INDIVIDUAL OR GROUP?

- **Goal of coaching:**
  - Come up with key conclusions about the result
  - Set goals & action points and provide recommendations
- **Time need:**
  - Individual coaching 30-45 min
  - Group coaching session app. 60-75 min (utilize Firstbeat group coaching slides)
- **Example of the coaching session:**
  - Establish the goal of assessment, client's starting point and expectations.
  - Discuss the result & reflect on the client's own feelings and life situation (e.g. illnesses, medications and overall "load").
  - Come up with key conclusions
  - Set goals that support well-being and plan concrete action steps
  - Agree on next meeting / follow-up

# RE-ORDERING AN ASSESSMENT

- If the client's measurement has failed (see criteria on next slide), he/she can be offered a new measurement.
- The re-order is made in the Lifestyle Assessment by the professional user. A re-order does not consume a Center assessment credit.
- A re-order can only be done once for 1 assessment.
- The re-order is done by opening the client's Lifestyle Assessment. The order can be made to the same or to a different address.



# CRITERIA FOR A NEW ASSESSMENT (RE-ORDER)

1. **Missing data > 20 % of the entire measurement period, and is not caused by client actions, such as**
  - Client has purposefully taken the device off for several hours
  - Client has taken the device off due to discomfort
  
2. **Missing data >15%/day on at least 2 out of 3 days**
  - Especially if the error / missing data is seen mostly during sleep periods
  - 2 days of good data → no need to do a new measurement
  
3. **Evaluate case-by-case**
  - If the missing data is caused by a BG2 problem, a new measurement should be done automatically
  - Error caused by a heart-related irregularity → professional user determines the best course of action (a new measurement might not be meaningful)
  - If more than 50% of the measurement period is white “other state”
  - The post office has lost the client’s measurement device
  
4. **A missing Fitness Level is not a criterium for a new assessment**

# MORE INFORMATION ABOUT THE CENTER SERVICE

You can monitor your assessment credits in the Lifestyle Assessment platform:

- Tools → Center assessment credits
- You can purchase more credits from your Firstbeat contact person.

If needed, you can also contact Firstbeat Support:

- E-mail address: [support@firstbeat.fi](mailto:support@firstbeat.fi)
- Phone: +358 8 415 41 726 (daily 9-16 GMT+2)

More information about the Center service model can be found on the Partners site: <https://partners.firstbeat.com/en/extra-materials/lifestyle-assessment-center/>

**ASSESSMENT CREDITS**

Assessment credits	Center Assessment credits
All-time credits	100
Expended credits	10
Ongoing assessments	7
<b>Free credits</b>	
	83
Contact your Firstbeat representative to obtain more Center Assessment credits.	

Close

# DEEPEN YOUR KNOWHOW IN THE LEARNING CENTER

Lifestyle Assessment Home page



Individuals

Groups

Tools

Learning

Admin

## Learning Center

All the information provided by Firstbeat for service providers and users of the Firstbeat Lifestyle Assessment in one place.

- ### What is Lifestyle Assessment

Benefits and Application Areas  
Lifestyle Assessment Process

[Read more](#)
- ### Physiological Background

Basis of Heartbeat Analysis  
Autonomic Nervous System and Heart Rate Variability

[Read more](#)
- ### Measurement

Preparation of a Project  
Conducting the Measurements  
Analyzing the Data

[Read more](#)
- ### Interpretation

Contents of the reports  
Evaluating the Reliability of Results

[Read more](#)
- ### Providing Feedback

Individual Feedback  
Group Feedback

[Read more](#)
- ### Sales and Marketing Strategies

How to sell and promote the Lifestyle Assessment to your clients.

[Read more](#)

Learning Center

# YOU CAN FIND THESE MATERIALS IN THE LEARNING CENTER:

## To conduct measurements:

- Firstbeat Lifestyle Assessment Kick-Off Meeting (ppt)
- Lifestyle Assessment intro videos
- GUIDE: Lifestyle Assessment to a Client Using Center Service

## For interpreting the results:

- Lifestyle Assessment Conclusions

## For providing coaching:

- Providing Coaching - Individual Session
- Providing Coaching - Group Session
- Presentation: Group Coaching

## For sales and marketing:

- Lifestyle Assessment Presentation Slides (ppt)
- These can be found under Extra Material (not in Learning Center)
  - Marketing Materials (Firstbeat -logo, product pictures, videos and other material)
  - Additional information on Firstbeat brand guidelines





# FIRSTBEAT SUPPORT ANSWERS YOUR QUESTIONS!

<https://www.firstbeat.com/en/support/>

Email

[support@firstbeat.fi](mailto:support@firstbeat.fi)

Phone

+358 8 415 41 726

Mon-Fri 9 am – 4 pm (GMT +2)

## Support

### Help Center

The Firstbeat Help Center with useful help topics, articles and discussion forums.

Training tips, tutorial videos and instant answers for the most common questions.

[Read more](#)

### Contact Support

Contact Support by email, phone, chat or by submitting the Support Ticket.

**Email:** [support@firstbeat.com](mailto:support@firstbeat.com)

**International:** +358 8 415 41 726,  
Mon-Fri 9am-4pm (GMT +2)

[Read more](#)

### Firstbeat for Partners

Everything from learning to materials for Lifestyle Assessment Professional Users.

We're here to make better experience for your clients.

### Report a Faulty Device


[Read more](#)

# Thank You!


[www.firstbeat.com](http://www.firstbeat.com)

**#firstbeat**

 @FirstbeatInfo

 Firstbeat Technologies

 Firstbeat Technologies Ltd

 @firstbeat\_technologies