



Feel Happy...Feel Productive...Felix

Take Flight!

FOH is readying the future of “gamified” virtual wellness services through a new platform called “Felix” which helps engage and motivate people to achieve their health goals using game design techniques. This modern, app-based, service collects health risk assessment and other information from users and provides useful, meaningful and timely virtual programming to them. All in an easy-to-use and fun environment.

- Our objectives in development of this platform:
 1. Start with helping people feel happy
 2. Use a balanced of approach of stress, weight, diet and activity
 3. Leap-frog existing private-sector platforms
 4. Create something that has never been seen in government

We wanted to make wellness easier for employees by creating a “positive addiction model” because we knew that full-time employees have limited time and energy. Family, commute, and work seem to consume all available time. We also knew they were looking to feel better and feel happier.

THE BRAND:

Felix means “Happy, lucky” (Latin origin)...it’s Happiness & Wellness, Personified!

CHARACTERISTICS:

1. Distinct, flexible, simple
2. Animated, fun-loving, encouraging
3. Make users feel better, happy

We started with a concept of making the health appraisal data collection process less formal and easier to complete. Fun and engaging questions drive employees to provide needed information without feeling taxed to do so. Felix leads employees through various stages of HRA completion without them even knowing it!



Here's a summary of just some of the characteristics on Felix

CHALLENGE-BASED APPROACH:

- 8 primary categories ranging from running to yoga to meditation
- Over 100 challenges ranging from weeks to months
- 2+ consecutive years of challenges
- Opt-in/out / Multiple skill levels / Variety of activities ("swim lanes")
- Incentivize/Gamify user engagement with Fitcoin
- Users earn and collect badges displayed on their profiles
- Incentivize repeat engagement, achievement

VIRTUAL TRAINERS

- 5 trainer types
- Human-powered trainers available
- Each has a focus, from weight loss and diet to stress and sleep
- Over 1000 unique messages, instructions and motivations

CHALLENGES CONNECT USERS TO SUPPORTING FOH SERVICES

- Service Integration
- Coaching
- On-site resources (fitness centers)

IMPROVED FOLLOW-UP + OUTCOMES

- Data driven triggers that alert staff when users are having problems
- Ability to redirect users and drive success/improved outcomes
- Engage with users via email (interventions, outreach)
- Schedule events, meetings with users
- Recommend challenges to users
- Social support among users encourages repeat visits, success on challenges
- Follower model (similar to Twitter)
- Users receive articles related to their interests and wellness program in newsfeed

EASY INTEGRATION

- API integrations for most popular devices
- Import user data for reporting purposes, suggesting challenges, monitoring

For more information or a no obligation demo, please contact:
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