



HealthyWage

BEST FITNESS APPS

MERILEE KERN

REVIEW: HealthyWage

Talk about motivation, this app actually pays you to lose weight! With the HealthyWage app, you determine how much weight you want to lose, how long you want to take to lose it, and how much you want to wager each month. If you successfully reach your goal by the end date of your challenge, you win your prize. The average HealthyWager prize is over \$1,200. You can also join team challenges, jackpot challenges, and step challenges through the app. Participants have collectively lost over 1 million pounds and gained over \$20,000,000 since the company's inception, and over \$13,000,000 in 2018, alone.

The Good:

Lots of participation options. There are four different types of HealthyWage Challenges you can join through the app including:

The HealthyWager

Make a "bet" on your own weight loss, and you can win up to \$10,000.

\$10,000 Team Challenge

Teams of five compete to win cash prizes; first prize is \$10,000.

Jackpot Challenges

Individuals and teams try to achieve specific weight loss goals to earn a share of the pot.

Step Challenge

Individuals and teams connect step devices to calculate a custom goal. If they achieve the step goal, they earn a share of the pot.



The Bad:

The biggest issue with this app is the user experience, namely the navigation, which is rather busy and somewhat overwhelming. Registering others to join your team and tracking progress are somewhat confusing as well.