

Fitbit Enterprise

Study Results

Fitbit and Medicare Advantage: Impact on Selection and Satisfaction





Overview

In partnership with Kantar Profiles, Fitbit Enterprise surveyed 2,000 older adults (64-80) to quantify the degree to which the inclusion of a Fitbit device as an embedded benefit may have:

- influenced Medicare Advantage plan selection
- influenced Medicare Advantage plan favorability, satisfaction and retention

PARTICIPANTS

Based on their answers to screening questions, participants fell into 3 groups:

1

Currently enrolled in a Medicare Advantage plan **WITH** the option to get a Fitbit device at no/low cost to them

195 people

2

Currently enrolled in a Medicare Advantage plan **WITHOUT or UNSURE** of the option to get a Fitbit device at no/low cost to them

1415 people

3

NOT currently enrolled in a Medicare Advantage plan but plan to shop in this year's open enrollment period

390 people

GROUP 1 – Currently enrolled in a Medicare Advantage plan **WITH** the option to get a Fitbit device at no/low cost to them

195 people

27% said getting a Fitbit device as a supplemental benefit **influenced their plan selection**

71% agree Fitbit is a **brand they trust**

68% agree Fitbit is a brand that **helps them take healthier actions**

78% agree that getting the device makes them **feel their plan cares about their health & wellbeing**

57% agree that getting the device makes them **feel their plan cares about their health & wellbeing**



GROUP 2 – Currently enrolled in a Medicare Advantage plan **WITHOUT or UNSURE** of the option to get a Fitbit device at no/low cost to them

1415 people

34% said getting a Fitbit device as a supplemental benefit **would have influenced their plan selection**

54% agree Fitbit is a **brand they trust**

57% agree Fitbit is a brand that **would help them take healthier actions**

59% agree that getting the device would have made them **feel their plan cares about their health & wellbeing**

57% agree that getting the device would have made them **more likely to stick with their plan**



GROUP 3 – NOT currently enrolled in a Medicare Advantage plan but plan to shop in this year's open enrollment period

390 people

38% said getting a Fitbit device as a supplemental benefit **would influence their plan selection**

60% agree Fitbit is a **brand they trust**

61% agree Fitbit is a brand that **would help them take healthier actions**

66% agree that getting the device would make them **feel their plan cares about their health & wellbeing**

51% agree that getting the device may make them **more likely to stick with their plan**



To learn how Fitbit Enterprise can help improve quality of life for your members and create cost savings for your organization, visit our website at enterprise.fitbit.com.

