

# Health Insurance Retail Centers

***BioMeasure Machines are self-service devices that accurately measure weight and height, body fat percentage and calculate body mass index (BMI) at the push of a button, then provide results on a printed ticket to each user in less than one minute.***

***Instant, Non-Invasive Health Awareness Tools That Will Inform and Educate Consumers with Baseline Information While Tracking Health Improvement***

## **BioMeasure Machines Will:**

### **Measure:**

- Height, weight, body fat percentage and calculate BMI in seconds with the latest technology
- Baseline information allowing Consumers to monitor their progress
- Program effectiveness by accurately tracking health outcome improvement

### **Track:**

- Health activity and promote positive trends
- Aggregate age and gender specific data collection results for comparisons
- Personalized results with date stamped print-out for future reference

### **Identify:**

- Unhealthy trends and suggest recommended guidelines based on age and gender
- Potential risks and the need for improvement

### **Provide:**

- Instant, self-service, personal health assessments
- A quick and easy way to encourage Consumers to proactively monitor improvement
- Brand advertisers a unique opportunity to reach a highly targeted market

### **Promote Positive Change:**

- Informational and educational periodic screening Events
- Creating long term relationship with customers, building Brand loyalty
- Differentiating and building Brand value with your healthy message association
- Creating greater opportunities for your staff to engage face-to-face with potential customers
- Counseling and encouraging the importance of preventative care directly to health conscious customers