

# Health and Wellness 2.0

Health and Wellness 1.0 is where the fitness industry is at right now. Focusing only on getting a good sweat, or working countless hours in the gym, doing high-intensity interval training expecting the weight to drop instantly, then going to countless physical therapists, chiropractors, and dry needling sessions to cure the back pain. “It's just old age, right? Its part of the grind, right?” Wrong! HW 2.0 goes beyond traditional physical health to include mental, social, familial, and even environmental factors, and an understanding of how the human body works. At Breakthrough, clients appreciate the advanced data analytics and wearable technology we deploy to provide tailored interventions that will save you time, money, and prevent injuries.

Key aspects of HW 2.0 include customized health plans for each individual, instead of generic fitness “packages.” Clients find the seamless integration of

mental health into our overall wellness programs by promoting healthy social interactions and community-building as a key factor in individual well-being.

Another unique benefit is leveraging modern computing power with wearable devices and health trackers to monitor health metrics and provide actionable insights. Lastly, we focus on proactive measures to prevent disease and avoid medical interventions, rather than just putting a band-aid over the symptoms.