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RedBrick Health Launches Open Integration and Partner Certification Program, Selects Fitbit, RunKeeper Among First to be “RedBrick Ready”

Integration platform allows users to easily link popular apps, devices and programs to their RedBrick account – earning credit and rewards for active engagement in their health

MINNEAPOLIS (July 26, 2012) – [RedBrick Health](#), a fast-growing leader in consumer health engagement technology, announces the launch of its new partner certification program, RedBrick Ready™. RedBrick Ready brings an expanding collection of devices, apps and programs to the RedBrick Health platform, while allowing certified partners to reach the rapidly growing network of RedBrick participants and client organizations. Joining the launch list of certified RedBrick Ready partners are Fitbit and RunKeeper, both of which make physical activity tracking simple, social and fun.

RedBrick Ready certifies partners across four key areas:

1. Biometric devices such as accelerometers and weight scales,
2. Mobile health, fitness, nutrition and condition-management apps,
3. Third-party health improvement programs for losing weight, improving fitness and tobacco cessation,
4. Physical locations such as fitness/wellness centers.

“Consumers engaged in improving their health by getting active, eating healthier and taking control of their conditions need convenient and reinforcing options. Employers and health plans want a variety of established choices for their participants. RedBrick Ready makes both possible,” said Dan Ryan, chief executive officer for RedBrick Health. “By adding best-in-class products and services to our own innovations, we help our clients achieve the best of both worlds.”

With RedBrick Ready, users can link their Fitbit or RunKeeper account to RedBrick, eliminating the need to log data twice. All activity captured via device, web or mobile app is automatically integrated into RedBrick’s tracking, social challenge and reward engines.

Fitbit, a maker of popular tracking devices like the Fitbit Ultra Wireless Activity + Sleep Tracker and associated apps, adds a reinforcing dimension to health and fitness. Fitbit Ultra is a small device that tracks and provides real-time feedback on steps taken, distance walked, calories burned and stairs climbed to encourage people to be more active throughout the day. The data captured is wirelessly uploaded online or via iPhone and Android apps, so users can track fitness trends with free charts and graphs. RunKeeper, a leader in GPS activity tracking and creator of the Health Graph, a platform that integrates health data from a variety of apps, sensors and services, enables consumers to cross-connect their activity to the RedBrick Health platform using dozens of additional apps and devices.

“We’re honored to be among the first devices to be selected as Redbrick Ready. Redbrick Ready provides an excellent way for RedBrick users to integrate Fitbit activity tracking data to see their fitness trends over time or throughout the day,” said Amy McDonough, Director of Business Development for Fitbit.

“We’re excited about the opportunity to support RedBrick members who are also RunKeeper users,” said Jake Cacciapaglia, Head of Business Development for RunKeeper. “We’re proud to be certified ‘RedBrick Ready’ and look forward to future collaboration to the benefit of our shared users.”

Consumers may nominate apps, devices, programs and locations for consideration, and suppliers may register their interest in becoming a certified RedBrick Ready partner at Ready@RedBrickHealth.com.

About RedBrick Health

RedBrick is a health engagement technology company that helps employers reinvigorate their health & wellness programs. The company combines financial accountability, clinical and behavioral insight, social and game mechanics and powerful data analytics to create a personalized and persuasive experience delivered through web, mobile and live interactions. As a result, RedBrick drives healthy behaviors, better outcomes, and stronger returns on everyone's investment in health. The company serves large, self-insured employers and strategic distribution partners. Visit RedBrick at redbrickhealth.com, read more at healthinnovationblog.com or follow the company at twitter.com/redbrickhealth.

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