

Welcome



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Hello from highi

Dear Associate,

Thank you for this opportunity to serve your customers. We're happy the highi station has found a new home in your store and that your customers will be able to work towards healthier lives. With highi, tracking key health vitals and fitness activities has never been more simple, fun and rewarding.

Your customers will love and appreciate **FREE** health station screenings and the means to link wearable devices and fitness apps into an all-in-one highi account. Please encourage customers to create a highi account directly at the station located in your store. Alternatively, customers can create an account online or download the highi mobile app on iTunes or Google Play.

It's important to note that an account is not required to use a highi station but creating one is free and includes significant benefits:

- Save and access vital health stats and fitness activities online or via our mobile app
- Enter challenges for attractive prizes or just for fun
- Enjoy strict data security and personal privacy

The materials contained in this welcome kit are designed to give you a thorough understanding of the highi station and the support provided for safe, reliable operation. Technical support information is provided for you to have on hand to handle any highi issues that may arise in your store. To introduce highi to your customers we are providing "how to" information and a fact sheet with frequently asked questions. We are also providing important signage to introduce highi to your customers, including a "take one" so that customers have enrollment instructions handy.

First hand experience is the best way to get oriented to the highi platform. Take a few minutes to use a station and create an account. To fully appreciate all that highi has to offer, download the mobile app or visit highi.com to complete your personal profile and join a challenge.

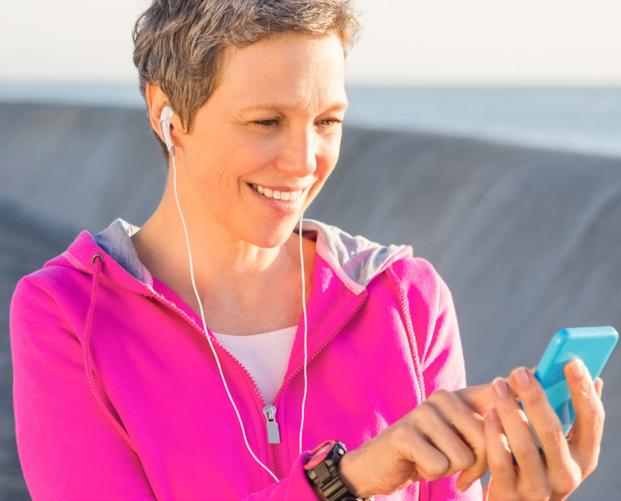
All of us at highi are committed to excellent support for you and your customers. If you have any questions, please reach out to us by phone: [866.818.8793](tel:866.818.8793) or email: support@highi.com.

Sincerely,



Jeff Bennett
CEO, highi SH llc

What is highi



higi is a unique, in-store and online community engagement platform that allows consumers to track and share biometric and lifestyle data from health stations and third-party devices.

This cloud-based, omni-channel platform includes health stations, mobile app and web experience that provide an FDA and HIPAA compliant, real-time flow of information with multiple screening and tracking modalities. This cross-device platform lets you better engage with your customers, creating access and actionable insights that motivate and empower.



50
retail partners with
higi stations



78%
of the U.S. population lives
within five miles of a
higi station



7.4+ million
registered accounts



285+ million
tests completed
across the highi network



50+ million
people have used a
higi station¹



80+
health devices, activity
trackers and apps



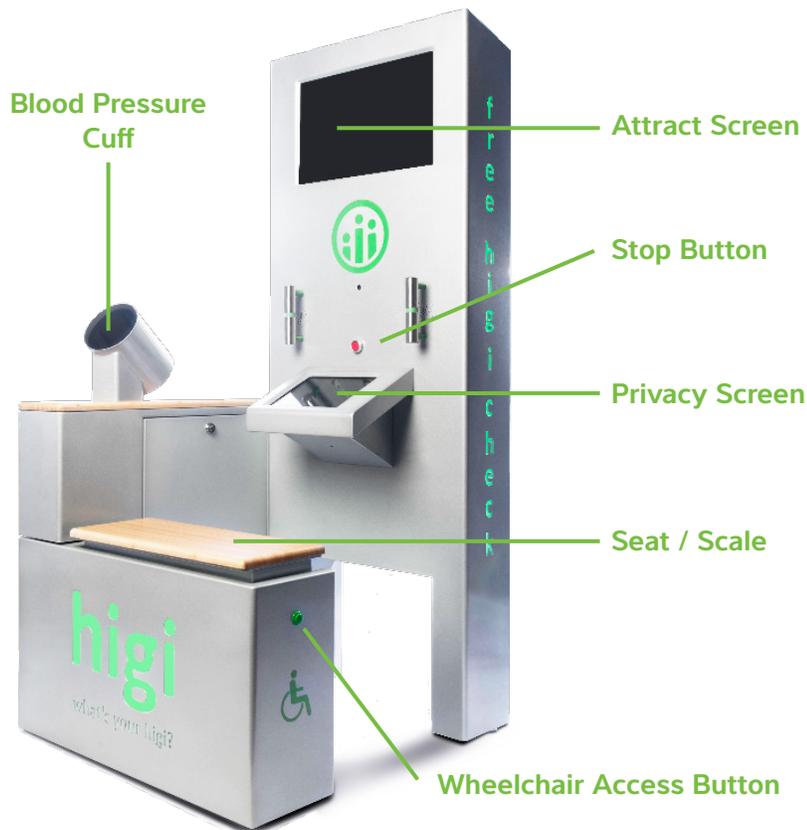
172+ million
miles of activity logged
by account holders



78%
of viewers consider the highi
network a trusted source for
healthcare info²

1. Based on an estimated projection using internally sourced data.
2. Source: Nielsen Media Research commissioned studies, 2014/2015

Station Features



Additional Features

Privacy

The station is engineered for privacy with a tilted touchscreen visible only to the seated user. Any health information collected by higi is not traded, shared or sold to ensure data security.

Bi-lingual Navigation

Spanish is offered and can be activated at the start of the session via a touchscreen prompt.

Wheelchair Access

By pushing the button on the side of the station, the user is able to swing open the seat for wheelchair access. While in wheelchair mode, the weight and body mass index tests will be skipped.

Support & Maintenance

higi provides regular, remotely-operated and on-site customer support and maintenance for the higi station. If a service call is necessary for technical issues, please contact higi by phone: [866.818.8793](tel:866.818.8793) or email: support@higi.com. You will receive a work order number to reference for tracking progress and resolution.

Annual maintenance and higi station software updates are managed by higi. Your store will be notified about major software updates and any new features added to the higi station.

We appreciate your help to keep the higi station clean. Use a damp cloth to wipe down the machine and follow with a dry cloth. Do not apply water or liquid directly to the touchscreen and do not use any chemical products on the device.

Quality and Security Assurance

“From day one, highi’s foundation was built on consumer privacy and security. Our philosophy is that the user owns his or her health data. We are the custodians, and we share it only with the explicit consent of the highi user.”

Khan Siddiqui, MD | Chief Medical and Technology Officer

The highi Station

The highi station offers self-service, free health screenings for blood pressure, pulse, weight, body composition and BMI. Once users provide some basic information about their gender, date of birth and height, they have the opportunity to utilize this powerful, convenient screening tool. In addition, by registering for a highi account using their email address, users can track their metrics over time and share that information as they see fit.

The highi platform consists of a robust combination of hardware and software that combines security and resiliency. By utilizing a custom shell on top of Microsoft Windows for embedded systems, the station employs sophisticated security, monitoring and communication technology essential for working within public environments and under a variety of network conditions. This shell, in addition to a sleek, consumer-friendly interface, proprietary advertising/messaging platform and interaction with the secure highi cloud service, encompasses the highly secure highi platform.

Additionally, the highi station offers the following:

- Approved FDA Class II Medical Device
- ISO Certification
- ADA compliance
- Multi-lingual user interface
- Privacy-centric design appropriate for public environments
- Assurance that user data is never stored on disk within the highi station itself

The highi Cloud Service

The highi station, website and mobile applications all interface directly with the highi cloud service, a multi-tenant, consumer centric set of web services that run within the Microsoft Azure infrastructure. Leveraging a variety of powerful Microsoft services that provide scalability, performance and security, the highi cloud service handles everything from user authentication, data storage, encryption, performance monitoring and scaling, allowing highi to provide optimal service to its users in a way that ensures privacy and security.

Other important certifications and features include:

- HIPAA compliance
- Communication over SSL/TLS, ensuring that data is encrypted in transit
- Secure, shared storage of data encrypted at rest using 256-bit AES within a proprietary data store
- Unique encryption keys per user, stored externally from user data, minimizing the risk of a global breach
- Robust OAuth mechanism for explicit permission-based data sharing
- Rigid adherence to privacy and security policies



Frequently Asked Questions

What is a highi station?

The highi station is a quick, easy way for customers to measure and track their health vitals. Through a simple touchscreen interface, they'll have access to screening tools to obtain vital health information.

What exactly does a highi station do?

The highi station measures a user's weight, blood pressure, pulse and body mass index, allowing a user to share their health information and track it over time.

Is the highi station private?

We take the privacy of our customer's health information seriously. All personal information is securely stored, adhering to HIPAA standards; and we never share any personal data without explicit user consent. At the station, health stats and information are provided to the user only via the privacy screen. The attract screen is strictly for general messaging.

Why should people create a highi account?

Creating an account allows the member to track health stats over time. Results are securely stored and available on our website (highi.com) or with our mobile app (available for iPhone and Android).

Is a highi account required?

Users are not required to create an account to use the station and will have full access to its features.

Where can users get more information about results?

Questions about results received at a highi station should be directed to a medical professional, pharmacist, or a personal physician.

Why is there a credit card reader on the highi station?

The highi station is **FREE** to use. The card reader is for future upgrades, as we look to add more features to the station.

What's a highi score?

The highi score reflects engagement around two factors: regular check-ins at highi stations and daily activity (as measured by an activity tracker synced to your highi app, check-ins on a connected scale or at the gym via FourSquare/Swarm). The more regular check-ins and the more regular the activity, the higher the highi Score.

What if a user has feedback about the highi station?

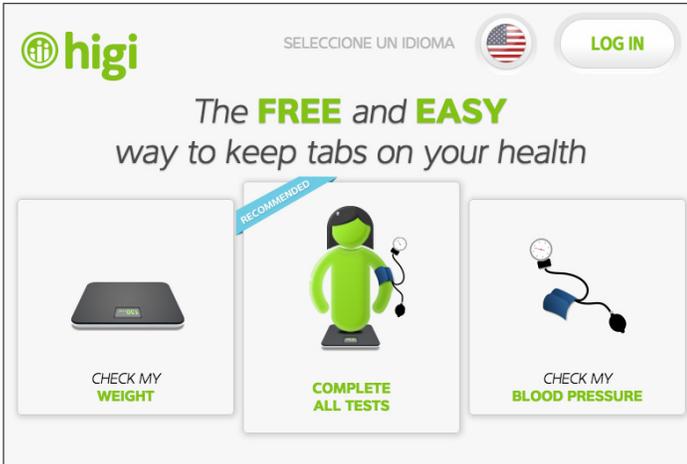
We welcome all feedback from you and your customers on how we can improve the experience. We're always just a few clicks away at support@highi.com.

How to Use a highi Station – For Employee Use

A step-by-step guide to help customers keep tabs on their health by using the highi station

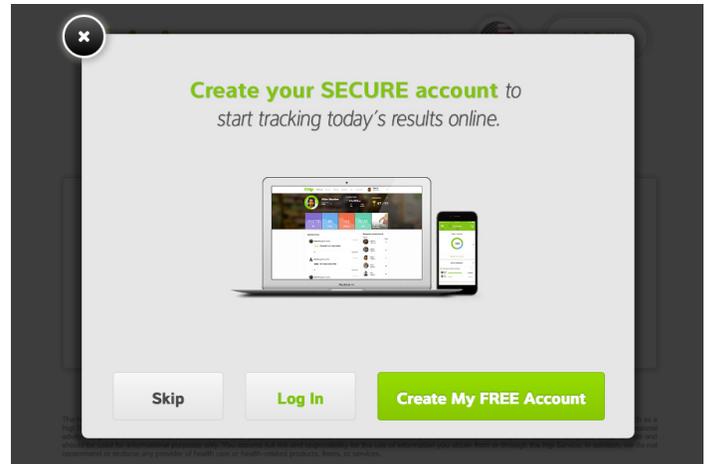
Steps 1-4: Create an account

1.



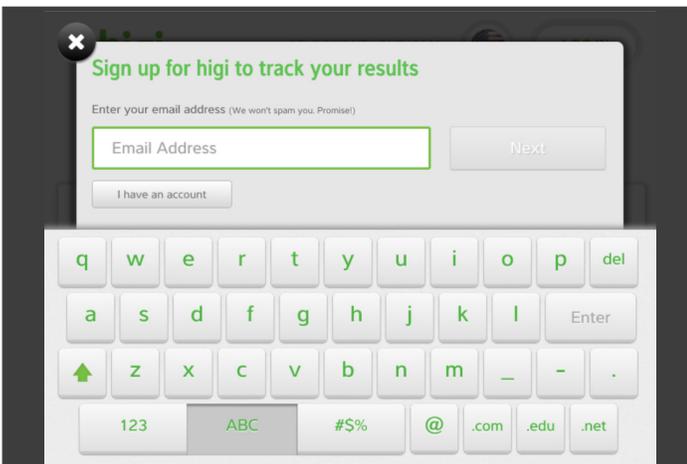
- Sit down at the highi station in the pharmacy area
- Select your desired language at top right screen, if desired (default to English, Spanish available)
- Select "Complete All Tests" to get started

2.



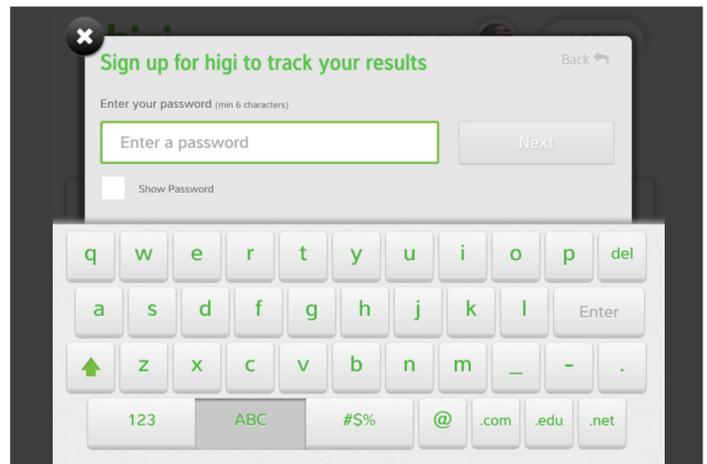
- Select "Create My FREE Account"

3.



- Enter email address
- Select "Next" to move on

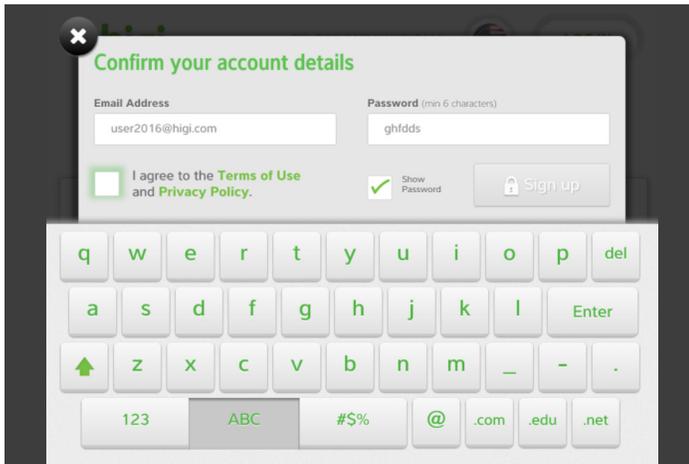
4.



- Create an account password
- Check the "Show Password" box to see password
- Select "Next" to move on

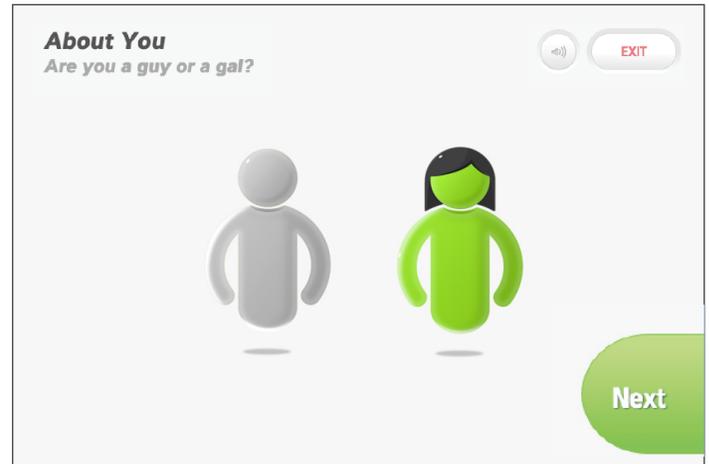
Steps 5-8: Complete account and start blood pressure test

5.



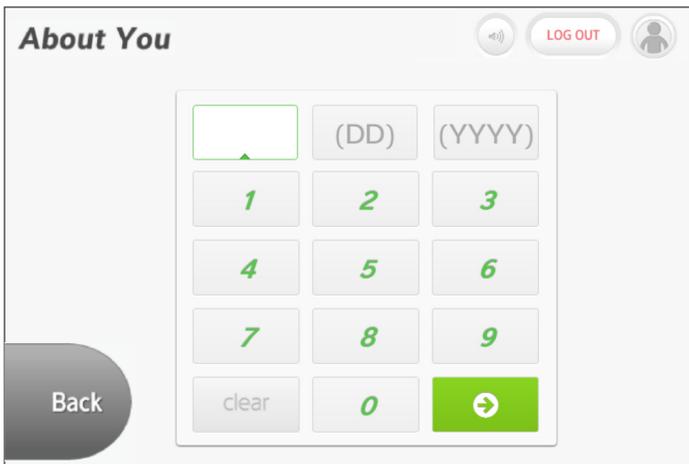
- Review your information for accuracy
- Confirm your account details
- Agree to the Terms of Use and Privacy Policy
- Select "Sign Up" to move on

6.



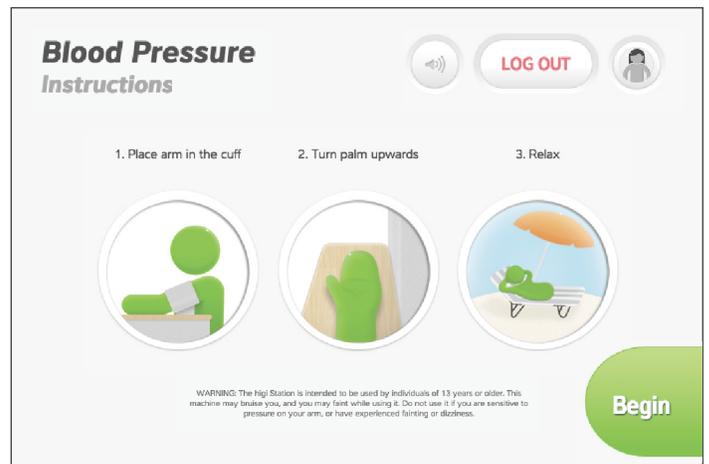
- Select gender (to accurately calculate your results some demographic data is needed)

7.



- Enter your birth date using the format MM/DD/YYYY

8.



- Place your arm in the cuff as seen on the screen
- Select "Begin" to start the test

Steps 9-12: View blood pressure results and start weight and BMI tests

9.



- Cuff will begin to inflate
- Remain still and calm to ensure accurate results

10.



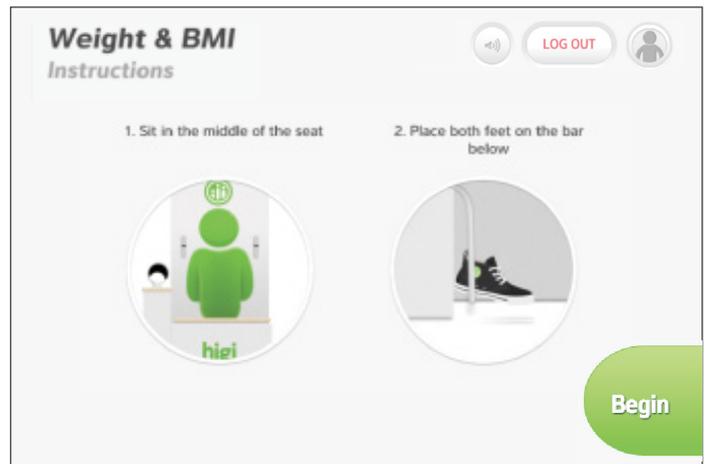
- Systolic, diastolic and pulse results are shown
- Select "Continue" to move on or "Redo" to re-take the test to get an average reading

11.

The screenshot shows the 'About You' interface. It asks 'How tall are you?' (3 of 3) and 'We use this information to calculate your Body Mass Index'. Below this is a grid of buttons for height selection. The first row has '6 Feet' and '2 Inches'. The second row has '0"', '1"', and '2"'. The third row has '3"', '4"', and '5"'. The fourth row has '6"', '7"', and '8"'. The fifth row has '9"', '10"', and '11"'. At the bottom, there are buttons for 'Back' and 'Next'.

- Enter height in feet and inches

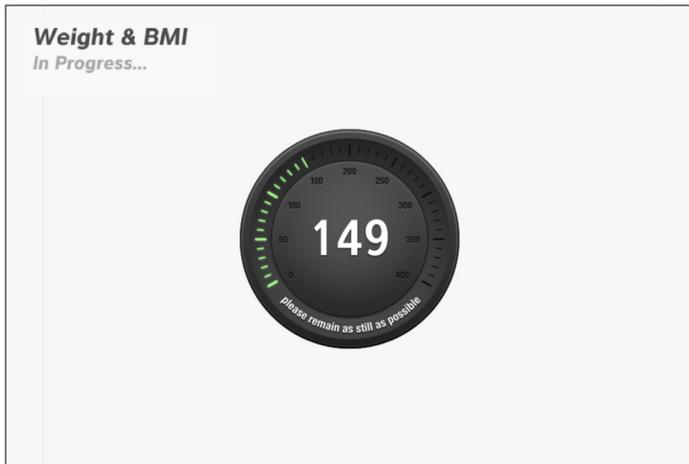
12.



- Sit in the middle of the seat as seen on the screen
- Select "Begin" when you are ready to start the test

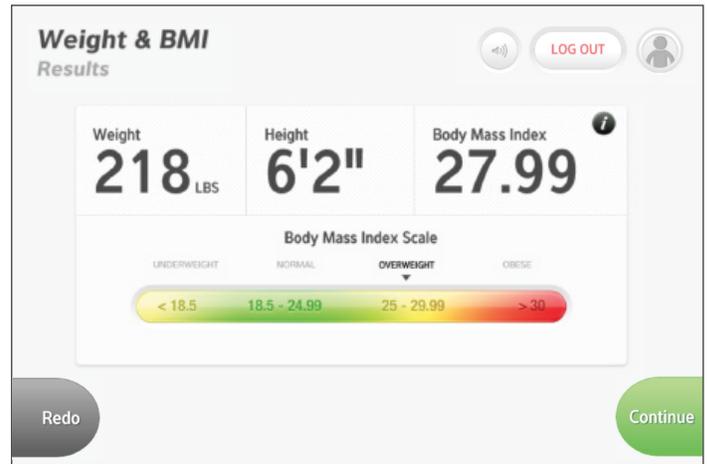
Steps 13-16: Finish tests and exit the station

13.



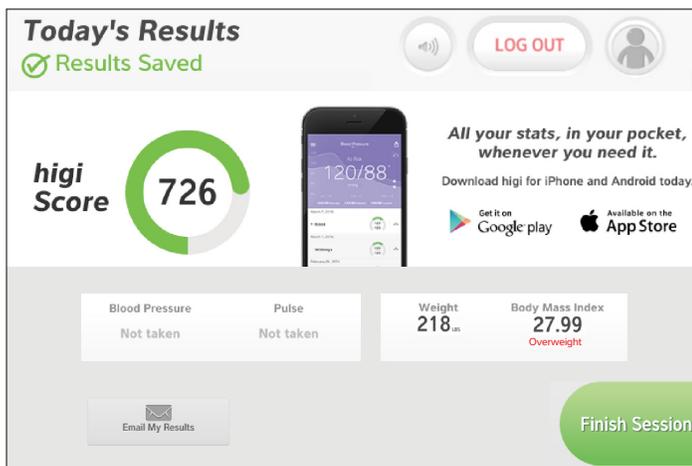
- Remain still while weight and body mass index (BMI) are calculated

14.



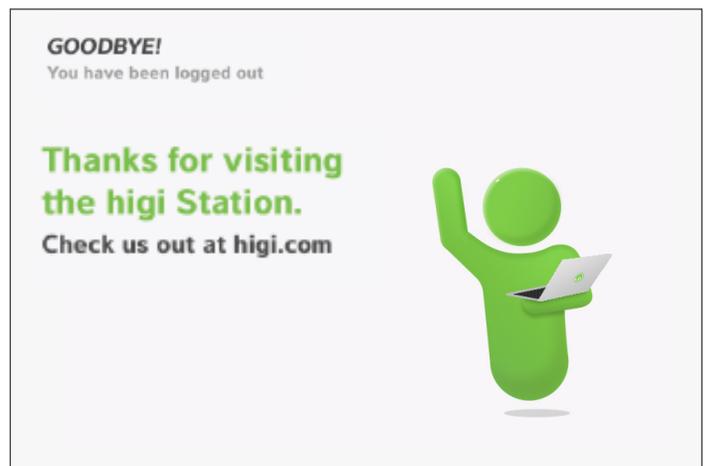
- Weight and BMI results are displayed
- Select "Continue"

15.



- Session is complete
- A summary of the session and the current higi score are displayed
- Email results or select "Finish Session" to end the session

16.



- Exit the higi station

Free Health Screenings from **higi**

What is higi?

higi is a **FREE** platform that allows you to track health and lifestyle data from higi stations, fitness trackers like Garmin and Fitbit and health apps like MapMyFitness.

With the higi platform you can earn points and participate in challenges to earn exclusive rewards. To learn more about the higi platform and challenges visit higi.com.

On the go? The higi mobile app lets you track your body stats, easily follow your progress in the latest challenge, find the higi station nearest you and much more.

Download the higi mobile app on iTunes or Google Play!



Use the higi station located in select store pharmacies to get **FREE** health screenings:



**Blood
Pressure**



Pulse



Weight



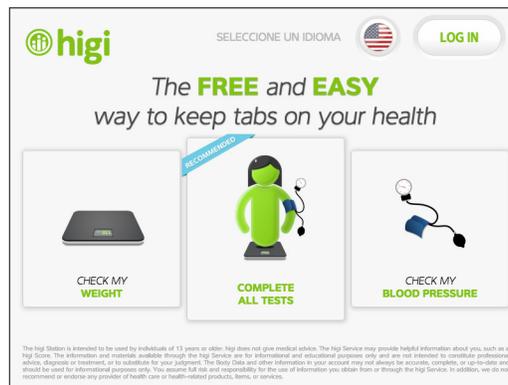
**Body Mass
Index**

Pharmacists are available for assistance and to answer questions.

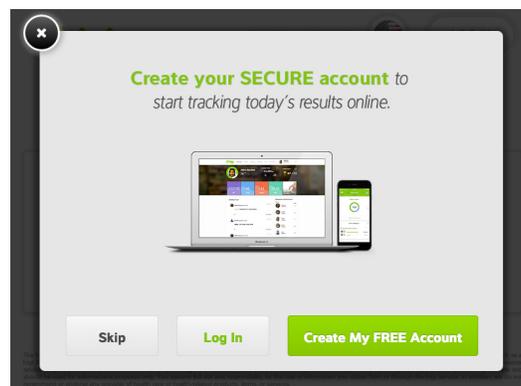
For more information visit higi.com.

How to Use a highi Station

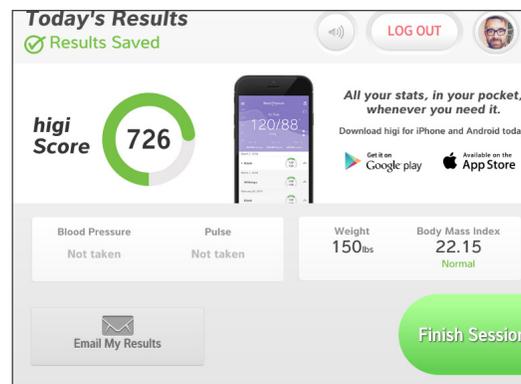
The free and easy way to keep tabs on your health



1. Sit down at the highi station in the pharmacy area and select a test to get started. You can check your blood pressure, weight and body mass index, or you can check them all.



2. If you don't have an account, select "Create My Free Account" when prompted, then enter your email address and create a password. (a highi account is not required to use the station but creating one is free and includes significant benefits)



3. Proceed to take your tests and receive your results. View a history of your highi check-ins online at highi.com, or on the highi mobile app (available for iPhone and Android).

Pharmacists are available for assistance and to answer questions.

For more information visit highi.com.