

Misfit Activity Data Now Available On BettrLife Platform

BettrLife users now have access to data from their Misfit devices.

DES MOINES, IOWA, USA, February 23, 2015 /EINPresswire.com/ -- Users of BettrLife's health and [wellness engagement system](#) will now have access to activity data from Misfit's wearable devices. Misfit joins a growing list of bio-metric and activity tracking products that seamlessly integrate with BettrLife's mobile and web-based platforms.



BettrLife's comprehensive suite of nutrition and activity tools for planning and logging also allows for HIPAA secure monitoring and messaging via a health coach. Populations on the BettrLife system can now receive data from Misfit devices like the Shine directly on their BettrLife dashboard to help calculate caloric burn. Using this data, dietitians and health coaches can better monitor specific user adherence to activity plans while helping them meet personal wellness goals.

"We're excited to introduce Misfit into the BettrLife eco-system," said BettrLife CEO, Don Schoen. "Organizations leveraging BettrLife can now offer their employees/clients one of the hottest tracking devices on the market."

About BettrLife

BettrLife enables organizations to engage members in controlling their own health and wellness through an integrated suite of food, activity and [nutrition tracking tools](#). Health coaches are able to efficiently manage and monitor populations in a HIPAA secure environment while leading them to long-term healthy lifestyle changes. BettrLife's clinical and consumer applications allow for cloud data to be accessed via iOS, Android or web enabled devices in real time. Visit <http://www.BettrLife.com> for more information.

About Misfit

Misfit invents and manufactures great wearable and smart home products. The company was founded in 2011 by Sonny Vu with John Sculley, the former CEO of Apple and Pepsi, and Sridhar Iyengar, co-founder and former CTO of AgaMatrix. Visit <http://www.misfit.com> for more

information.

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Justin Schoen

BettrLife

5154218021

[email us here](#)

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