# FitTrace *For DXA Operators*

## What is FitTrace?

FitTrace is a body composition "app" for DXA. It captures body composition scans from your DXA and securely delivers them to your clients. It stores, tracks, and provides interactive analysis of DXA body composition data.

## Benefits For DXA Operators

There are numerous benefits for DXA Operators to work with FitTrace.

- Provide an interactive, easy to understand app for your clients
- Eliminate printing costs, use FitTrace to distribute scans/reports
- Free publicity on social media - FitTrace allows sharing of body composition scans/reports to social media with your branding!
- Receive a commission when a client upgrades to FitTrace Premium

## For Existing Bone Density Providers

You have been experiencing lower reimbursement for BMD testing. There are additional benefits to performing body composition testing:
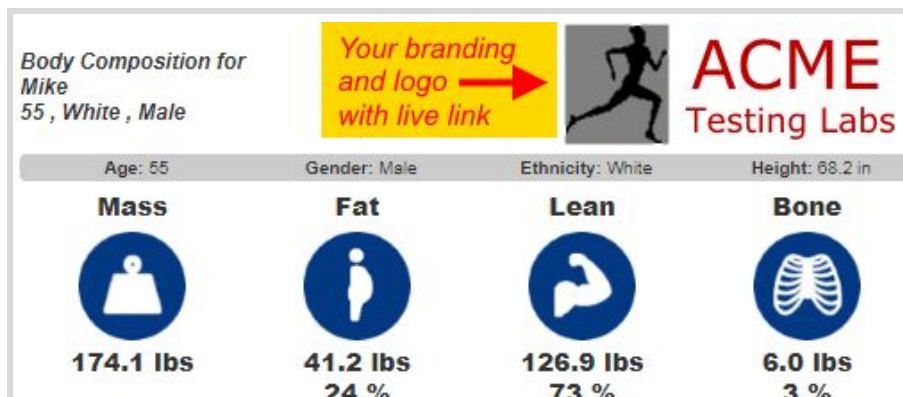
- Increase utilization of your DXA machine
- Generate more revenue from your DXA
- Become involved in the fitness movement

## Features

There are Basic and Premium Editions of FitTrace.
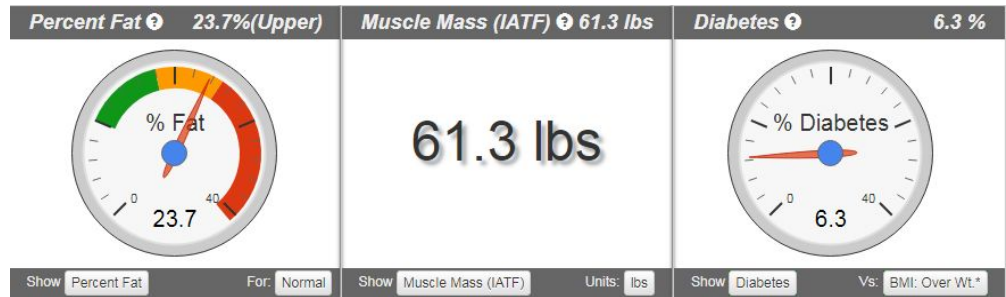
### Basic

The Basic version of FitTrace provides your clients with access to their scans with basic features and analysis. They can view their scans and fully formatted, printer friendly reports with your branding.

Body Composition for
Mike
55 , White , Male

*Your branding and logo with live link* → ACME Testing Labs

| Age: 55 | Gender: Male | Ethnicity: White | Height: 68.2 in |

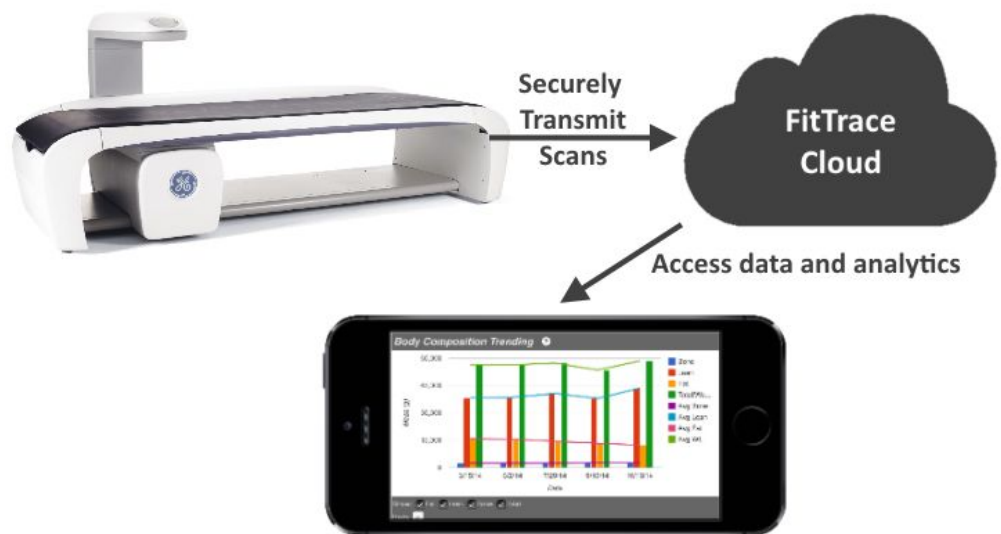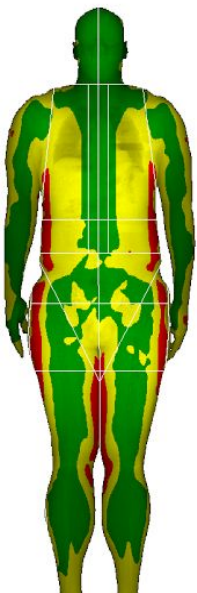| **Mass** | **Fat** | **Lean** | **Bone** |
| 174.1 lbs | 41.2 lbs | 126.9 lbs | 6.0 lbs |
|  | 24 % | 73 % | 3 % |

## Premium

The Premium version of FitTrace includes additional capabilities, such as:

- Sharing scans
- Detailed comparisons, including with professional athletes, such as NFL and Rugby athletes
- Advanced trending and analysis
- Integration with fitness apps: Fitbit is becoming available in Jan 2019.



# Working With FitTrace Is Easy

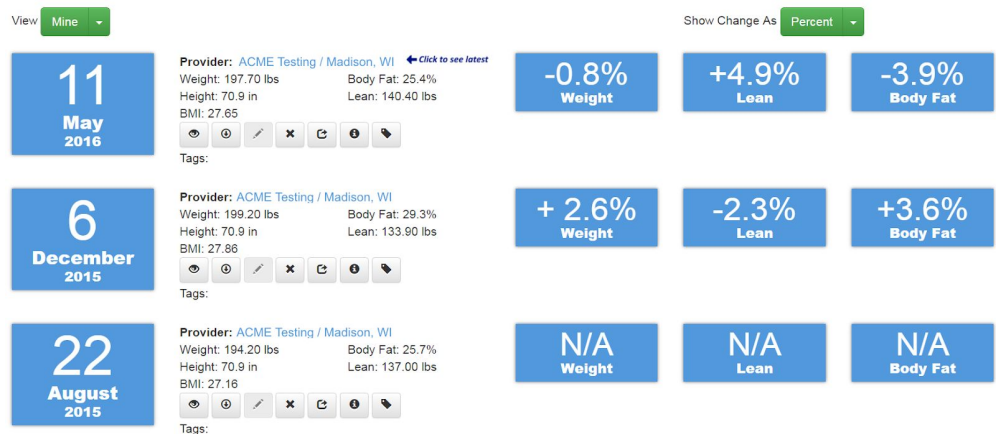Once FitTrace is setup, working with FitTrace is easy.



1. Scan the client as you normally would.

2. Enter your client's email address into the DXA machine.

3. Transmit scans, via DICOM, to FitTrace...it's as easy as printing. You may print and transmit simultaneously.

4. When FitTrace receives a scan, it notifies the client via email and provides instructions for logging in and accessing their scans. The client may choose to not use FitTrace and the scans will be deleted from FitTrace.

# Getting Started

Setting up FitTrace is easy too.

1. Install FitTrace DXA software on the DXA machine. It encrypts all transmissions to FitTrace. We will walk you through the installation process.

2. Start sending scans your clients' scans. Transmitting scans can be incorporated into the printing process.

3. We will list you on our website, by your geographical location(s). Notify us if you would like to sign up for referral fees when your clients upgrade to FitTrace.



## What Does it Cost?

*A custom body composition report may be designed and built for your organization. Contact us for details.*

There is no cost to the DXA operator. FitTrace provides the Basic version at no cost to consumer too. Consumers may then upgrade to FitTrace Premium. Referral fees are available to DXA operators when one of their clients upgrades.

FitTrace also offers group/team subscriptions. Contact us to discuss the Team Edition, which includes additional analytics.

## What About Security, Privacy, and HIPAA?

At FitTrace we have years of experience in providing a secure environment for our users.

*Talk to us if you need a Business Associates Agreement.*

- Application runs on Google Cloud infrastructure, which complies with:
  - ISO 27001, ISO 27017, ISO 27018, SOC 2 and SOC 3
- HIPAA level security
- All data is encrypted at rest and in transit
- See our Terms of Use and Privacy Policy on our website