

# Outcomes from automated behavioral prompting using ARDA methodology

## Background

We ran a formal five-year study on 1,500 primarily non-active non-experienced and recreational participants to measure the outcomes when prescription of training was automatically matched to physiology and experience – that is to say, when specific fact based advice was supplied according to pre-defined rules.

The goal was to measure what and how much effect we observed in performance outcomes, behavioural change, physiological change, and self-motivation. We repeated the study each year for five years on many of the same people with some additional new participants each year to validate our outcomes.

We ran a control group of 100 whereby the participants were expected to complete the same goals, but without the measured support given to the test group.

## Goal-based outcomes

Only 9% of the control group made it to the designated event, with varied performance outcomes.

By contrast, in the ARDA group 89% of participants reached the start line of their desired goal event and 100% of those who started the event completed the event. This result was achieved for five consecutive years.

Results from reassessments and surveys indicate that:

- 97% enjoyed the experience
- 97% would do it again
- 72% rated higher energy levels

## Physiological outcomes in ARDA group

Aerobic fitness	Average VO <sub>2</sub> max est.
Before	38.07 ml/kg/min
After	46.63 ml/kg/min
Change	8.56 ml/kg/min

**22% improvement in aerobic fitness**

Body Weight	Average
Before	84.18 kg
After	80.2 kg
Change	3.98 kg

**5% reduction in BMI**

Heart Rate	Average
Before	100 bpm
After	89 bpm
Change	11 bpm

**11% reduction in heart rate**

Total Cholesterol	Average
Before	4.45 mmol/L
After	4.23 mmol/L
Change	0.22 mmol/L

**5% reduction in cholesterol**