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GAMIFYING GOOD HEALTH: CASH-CURATED WORKPLACE WELLNESS

Company helping America's workforce successfully lose weight, realize greater success with their diet and fitness endeavors and win financial rewards

By Merilee Kern, MBA

Recently released study findings published in the journal *Social Science and Medicine* prove, yet again, that money is an effective motivator to "increase both the magnitude and duration of weight loss." Imperative dialogue given the



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