



Maureen Walsh

FitPass.ie

Maureen Walsh founded FitPass.ie in December 2019, retailing Ireland's first dedicated sports and fitness eGift card. In spite of successfully marketing the card through Ireland's largest employee reward agencies, nationwide lockdowns across the industry reduced the scope for developing the business.

Considering alternatives, Maureen proposed a new solution capitalising on the potential for connecting users and providers of fitness and sports to all stakeholders in the healthcare system, with a view to coordinating all data on one central database and reducing costs.

Central to the platform is the need to incentivise users to participate. The Fitcoin Hub was conceived as the engine of the platform, where classes are booked, participation tracked, and rewards, or Fitcoins, earned. Users are incentivised to increase rewards by enhancing their data - through sharing and integrating additional information, such as fitness trackers, nutrition records, GP monitoring, hospital records and annual check-ups.

By adopting this coordinated approach, valuable data is collected to form a central health record for citizens, accessible by the HSE and healthcare professionals, with a view to early intervention, improved policy, and reduced healthcare costs.

With connections to private insurance companies, the HSE and select partners, the model proposes the exchange of Fitcoins for reduced insurance premiums, government backed credits and platform discounts.

FitPass envisages sales through licencing the plug and play solution to healthcare concerns globally, coupled with options for managing the platform. With their solution Maureen hopes to revolutionise healthcare by rewarding prevention and tracking citizen wellbeing, so that healthy people can avoid chronic disease, live longer healthier lives, and benefit from reduced healthcare costs.

www.fitpass.ie

