**Novelty** | Exertime™ is an e-health initiative designed to reduce the amount of time desk-based employees spend seated at work. Unlike other workplace health programs, Exertime™ treats sitting as a habit and provides individualised prompts to help the user engage in short movement breaks during the day. Exertime™ is a fully customizable software application that encourages healthy behavioural change in desk-based employees.

**Value Proposition** | There is increasing recognition that prolonged sitting in the workplace is a potential adverse health risk. Observational studies suggest that sitting for long periods increases the risk of diabetes and cardiovascular disease (CVD). Exertime™ interrupts extended periods of sitting and encourages short bursts of physical activity (<10 mins) which have been shown to reduce CVD risk factors (Hu et al. 2003, Glazer et al. 2013).

**Market** | Recent research suggests that most Australians are spending more than half of their day engaged in sedentary activity. A University of Sydney study (looking at more than 222,000 adults aged 45 and over) found that men and women who sat for 11 hours or more a day had a 40 per cent greater risk of premature death, than those who sat for less than four hours.

In order to ensure high workplace productivity, it is important that employers value and invest in the health and wellbeing of their employees. Emerging evidence suggests that investment in successful health and wellbeing programs decreases in sick leave by 25.3%, workers compensation costs by 40.7%, and disability costs by 24.2% (Chapman et al. 2007).

**Technical Details** | Exertime™ is currently used by over 1,000 employees across the Tasmanian State Government and the University of Tasmania. Several research studies have been conducted to measure the direct and indirect benefits of this program. Using the passive prompting system of Exertime sedentary workers have significantly increased their daily energy expenditure and self-reported health. And most importantly, hypertensive police men and women who used Exertime were able to significantly decrease their blood pressure. We have also published interviews from our participants that have stated that Exertime has helped increase their work productivity. For example, an administrative assistant with desk-based work responsibilities stated, “Exertime has helped me become more conscious of my time and how to structure my work output”.

**Business Opportunity** | This technology is available for licensing to interested industry partners.

**Stage Development** | Proof of Concept

**Creators** | Dr Dean Cooley and Dr Scott Pedersen from the School of Education at the University of Tasmania

**Publications**


**Keywords** | exercise, software, fitness, occupational health, e-health, physical activity

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**Contact Information:**

**Dr Darren Cundy**
Director of Business Development and Technology Transfer
Phone: + 61 3 6226 6266
Email: darren.cundy@utas.edu.au