

# 3 Tips for Consumer-Friendly Health and Well-Being

Engaging people in healthier habits is hard work. Most employers have taken steps to promote better health in the workplace, but motivating employees to make positive changes remains a challenge.

Technology is evolving health and well-being for people with new capabilities that fit their needs and goals. These tools support behavior change by gathering information and generating insights on what is likely to motivate each person, how and when to best engage an individual and knowing how to best support each person's goals.

## Well-being in the digital age

Consumers want on-demand digital health solutions to provide anytime, anywhere access to information. Technology conveniently fits into people's busy schedules. Digital tools and apps—from educational programs to wearable fitness devices—are affordable (sometimes free!), personalized and have the ability to deliver real-time feedback, recommendations and alerts.

### People want personalized health care support:

**80%** of consumers would engage with digital services that help manage their healthcare, but only **23%** currently do.<sup>3</sup>



**What do consumers want from a health care experience?**

### Top three desired consumer outcomes:<sup>2</sup>

**63%:** No surprises: I feel secure by understanding what to expect and feeling like my insurance co. and healthcare providers "have got my back."

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**57%:** Choice: I feel like I am in control of my health by having the ability and information to make my own decisions.

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**37%:** I totally get it: I can easily access and understand all aspects of my healthcare via user-friendly tools and language.

# Three tips to use technology to make health and well-being programs consumer friendly

## 1. Use data to personalize at every step

Key to success is painting the big picture of health for each user. This helps employees develop and prioritize their goals as well as track incentives. Digital engagement begins with access to targeted tools based on each person's health needs and preferences, including Health Assessments, health trackers, decision support and wearable devices that can be integrated with health and well-being engagement platforms.

Collecting data from all these touchpoints builds a unique health profile to drive precise, timely interventions for each user to deepen engagement and drive better health. The feedback these tools provide increases over time as employees add more information, delivering a consistently valuable experience that keeps people coming back over time.

**95%** of employers said they would continue offering fitness trackers as part of their wellness program due to high employee satisfaction with devices.

## 2. Offer tools designed for consumers

Tools built to align to consumer behaviors, like online digital coaching, allow employees to work on their health goals when and where it's right for them. These self-directed tools allow people to set the pace and build the skills they need to help make positive behavior changes.

Integrating support for their favorite fitness devices or their medical devices into health and well-being engagement platforms gives employees a connected experience and allows for additional data capture to help drive a better overall digital experience.

## 3. Integrate digital tools to see the big picture

Full program and data integration enables truly holistic engagement around the big picture of health. Individual health data can be used to direct each person to the right digital resources. Once people are engaged, integrated analytics can help drive ongoing engagement according to each individual's preferences and needs, even as their health changes over time. When the entire experience flexes and bends around each person's needs, consumers build trust in those resources to help guide them to better health.

**77%** of employers want to increase employee engagement with their health.



**58%** of employers want to add a 'fun factor' to their wellness program.<sup>1</sup>

**Interested in learning how ActiveHealth can support engagement in health and well-being programs? Contact us at [info@activehealth.net](mailto:info@activehealth.net) to learn more.**

<sup>1</sup>HERO (Health Enhancement Research Organization) 2015

<sup>2</sup>Lieberman Research Worldwide (LRW) survey of 4,402 consumers in 1Q 2014

<sup>3</sup>The birth of the Healthcare Consumer, Strategy& Consumer Survey, 2014