

Activating Better Health: 3 Tips to Turbo-Charge Digital Engagement

Engaging people in healthier habits is hard work. As a result, less than 3 percent of Americans live a healthy lifestyle.¹ Most employers have taken steps to promote better health in the workplace, such as offering well-being programs, but engaging employees remains a challenge.

Best Practices: Engaging with consumer technologies

More consumers are demanding online resources and digital health solutions for their ability to provide anytime, anywhere access to information. Technology conveniently fits into peoples' busy schedules. Digital tools and apps — from educational programs to Health Assessments (HAs) to self-monitoring tools — are affordable (sometimes free!), personalized and have the ability to deliver real-time feedback, recommendations and alerts. For all these reasons, integrating a powerful platform for online engagement in your health and well-being programs leads to better informed and more engaged employees.

1. Use data to drive a personalized experience

Key to success is painting the big picture of health for each user. This will help members develop and prioritize their goals as well as track incentives. Online engagement begins with access to targeted tools based on each person's health needs and preferences, including HAs, health trackers, decision support and personal devices that can be integrated with health and well-being engagement platforms. Collecting data from all of these touch points 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 individuals add more information, delivering a consistently valuable experience that keeps people coming back.

ENGAGEMENT IN PLAY

A large state government client in the southern United States works with ActiveHealth Management to provide an integrated, evidence-based wellness program to around 150,000 members. The MyActiveHealthSM engagement platform is a central component of the program. It helps engage members in healthier behaviors. Using it, members are able to get personalized health actions, access health tools and trackers, connect more than 60 different types of fitness and medical devices, and engage with digital coaching on a number of health, well-being and financial wellness topics.

- **100% contacted***
- **98% engaged****
- **12% lifestyle risk reduction**
- **3.8:1 validated ROI**

2. Connect members with the tools they want

Online digital coaching modules offer a convenient way for members to work on their health goals, when and where it's right for them. Members can use digital coaching tools to help manage chronic conditions and make positive behavior changes. Integrating support for their favorite fitness devices or their medical devices into health and well-being engagement platforms gives members a connected experience and allows for additional data capture to help drive a better overall digital experience.

3. Connect digital tools to the bigger picture

Analyzing individual health data to find opportunities to improve health can be used to communicate the benefit of available resources and direct each person to the right digital resources. Offering members incentives to complete an HA that is integrated with health and well-being programs and analytics can help boost completion rates and build awareness for other online resources. Health coaching and other on-site health and well-being services can also help direct people to the right digital tools and help promote the value of these tools for personal health improvement.



Consumer technology by the numbers

84% of American households have at least one smartphone²

40% of Americans use a fitness device³

By 2020 more than **830 million** wearable devices will be in use⁴

Interested in learning how ActiveHealth® can support engagement in health and well-being programs? Learn more at activehealth.com.

* Population is based on the average number of members eligible in the reporting time period.

** Engagement is calculated by those working with a nurse/coach in Disease Management, Wellness Coaching, or members engaged in online coaching modules who have completed the initial/baseline assessment for any module.

¹ Mayo Clinic Proceedings, Volume 91 , Issue 4 , 432 – 442. Available at [http://www.mayoclinicproceedings.org/article/S0025-6196\(16\)00043-4/abstract](http://www.mayoclinicproceedings.org/article/S0025-6196(16)00043-4/abstract). Accessed September 21, 2017.

² <http://www.pewresearch.org/fact-tank/2017/05/25/a-third-of-americans-live-in-a-household-with-three-or-more-smartphones/>. Accessed March 29, 2018.

³ <https://www.prnewswire.com/news-releases/english-releases/most-owners-of-wearable-fitness-devices-continue-to-use-them-daily-according-to-new-national-study-300572030.html>

⁴ <https://www.statista.com/topics/1556/wearable-technology/>. Accessed March 29, 2018.