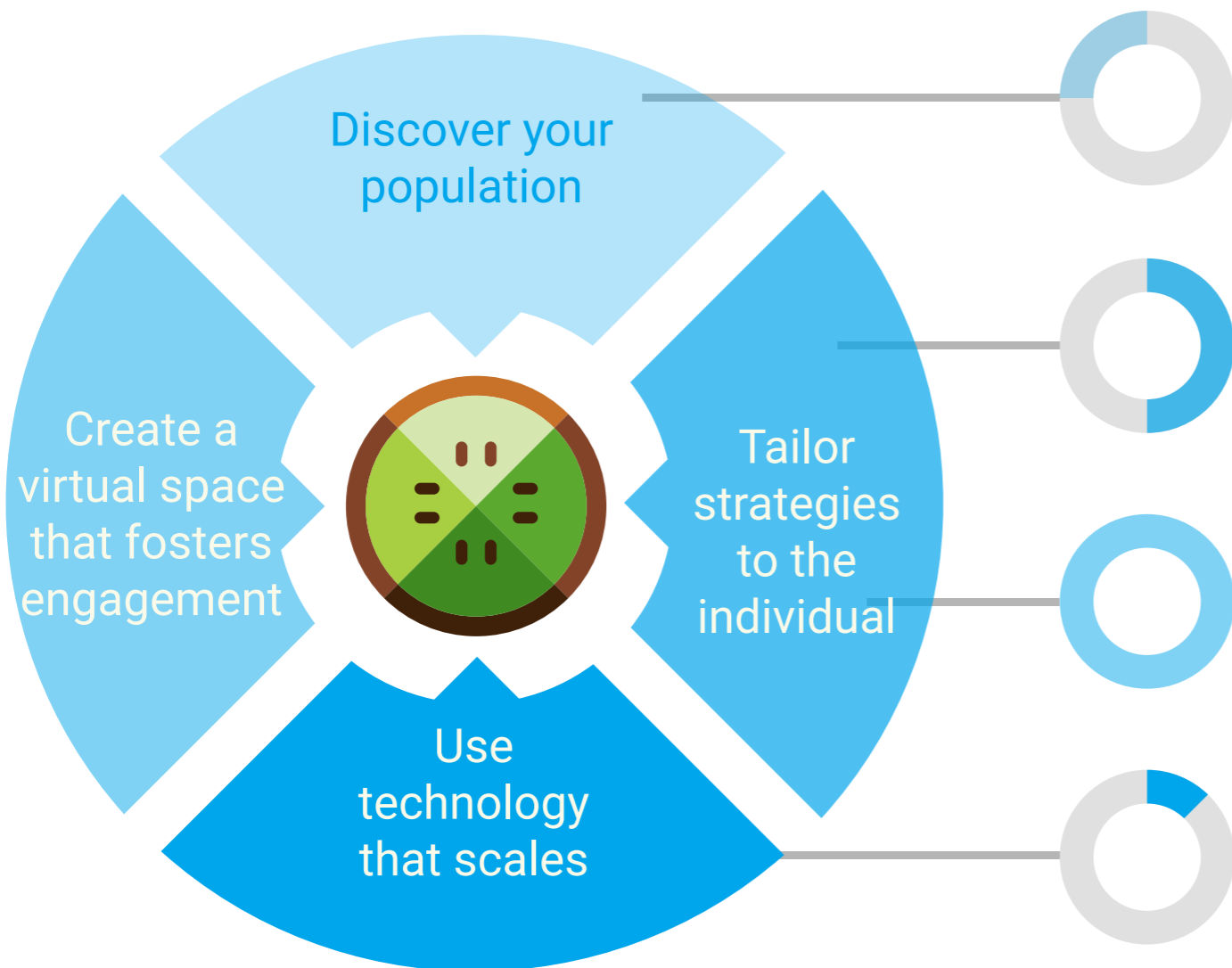


# ENGAGEMENT 101

STEPS TO MAXIMIZE ENGAGEMENT



## DISCOVER

Discover your population's specific needs. Be mindful of their environment & resources.

## PERSONALIZE

Personalize communications and strategies that meet their needs. Establish to-do's that keep them on track.

## BUILD

Improve engagement by building a virtual space that you can personalize and reuse.

## SCALE

Select a technology that scales with your growth.



**67%**

use telehealth compared to 37% in 2019. Digital health has become the preferred channel for routine care.

## Best Practices

## TIPS TO ENGAGE

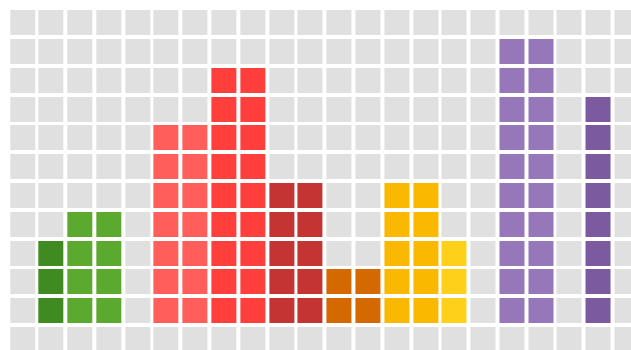
### Define Success

It's critical to define what success looks like with your engagement. 85% of US adults have a smartphone and email. Start here.



**Help participants track their to-do's!**

### Track Progress



Use reporting as a tool to keep them motivated. Establish weekly patterns of encouragement.



### Virtual Environment

Establish a virtual environment that works for everyone.



### Onboarding

Onboard your participants with care. Make sure they have an understanding of what is expected before you begin.



### Communications

Automate your communications but remember to personalize each one. Using tools like Engagement Rx allows you to personalize interactions at scale.

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