



# Maximize Engagement with Impactful Digital Interactions

By Zoe Rivers and Brittany Kowalski



# About the Presenter

- Zoe Rivers
- Exercise Physiologist
- Health Coach
- Care Team Professional
- 12 Years of Experience in cognitive behavioral change



# About the Presenter

- Brittany Kowalski
- Nationally Board Certified Health & Wellness Coach
- Health Promotion Specialist
- Certified Athletic Trainer
- Certified Nutrition & Wellness Consultant



# Objectives

- Discover how to overcome challenges and create consistency in digital health programs
- Understand digital health best practices on how to help people and "meet them where they are"
- Learn how to maximize impact in virtual environments

# Part 1: Background and Challenges

- Understanding Digital Health
  - Background
  - Challenges



# Digital Health Background

- 1970s – Health Telematics (Telemedicine)
  - Focus on diseases and improving diagnosis and treatment of diseases
- 2000s – eHealth
  - Focus on health rather than diseases. Used the internet as infrastructure for health promotion
- 2010s – mHealth (Mobile Health)
  - Focus on adherence. Access to health via cell phones enabled people to use health care services any time and everywhere
- 2015 – Digital Health
  - Encompasses telemedicine, mHealth, wearable devices, biosensors, EHRs, AI, and machine learning



# The New Era of Digital Health

## Pre-Covid

- Gamification of health interventions and game-based learning
  - Introduction of Healthcare consumers
- Hesitancy from providers and population to use technology

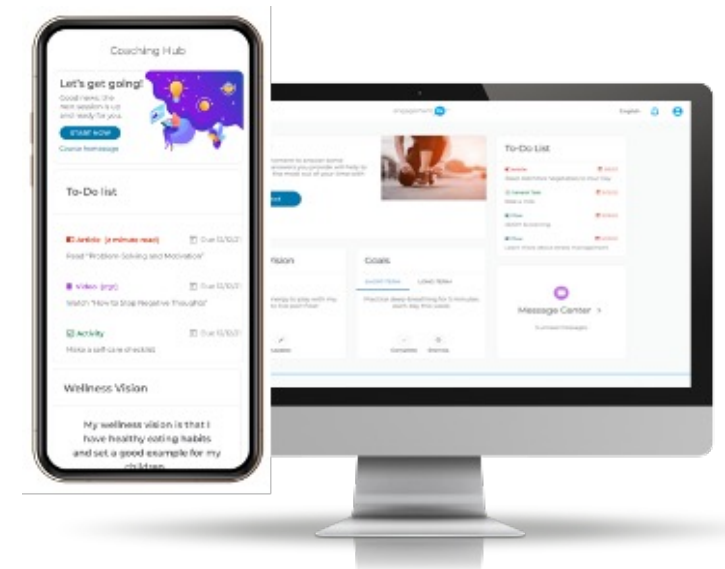
## Post-Covid

- Change in culture
  - Virtual interactions are not just acceptable, but necessary
- Digital Health becomes the preferred channel for routine care



# Today's Use of Digital Health

- Use of telehealth is at 67% compared to 37% in 2019
- 80% prefer telehealth for prescription refills
- 72% prefer telehealth for reviewing medication options
- 71% prefer telehealth for discussing test results
- 57% prefer telehealth for regular mental health visits





# Accessibility of Digital Health

97%

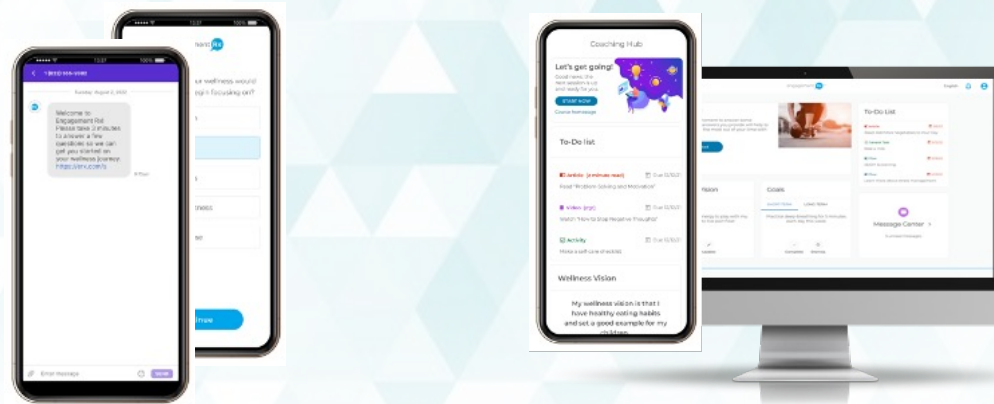
of US adults use  
text messages

93%

of US adults use  
the internet

85%

of US adults have  
a smart phone



# Challenges



- Security and privacy concerns
- Lack of personal touch
- Scalability
- Complex or complicated health information can worry individuals
- Aging population with challenges to navigate technologies
- Content creation
- Affordability through health insurance

# Healthcare Consumer Challenges

- Non-traditional competitors who have mastered consumerism
  - Apple, Amazon, CVS, Google, and more
- Competing for engagement
  - Personal
  - Scalable
  - Content rich

## How do we engage better?



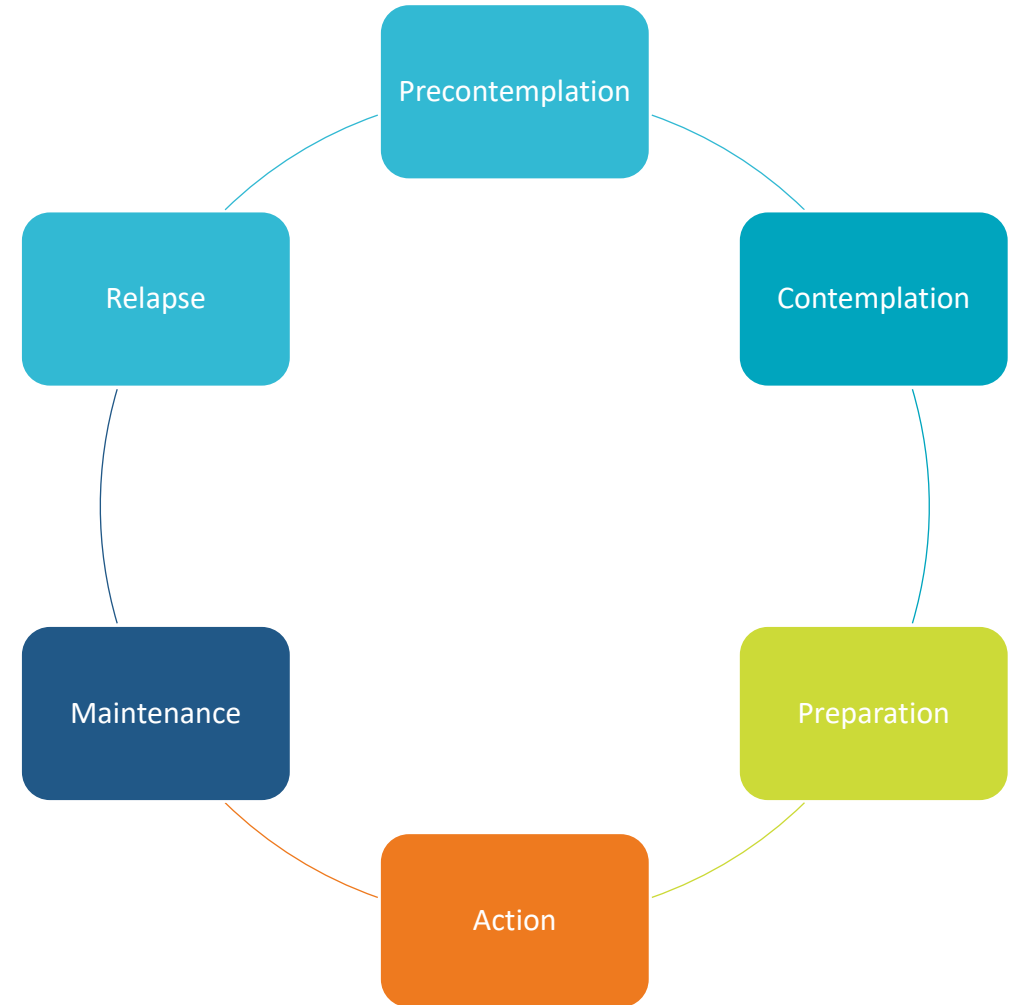
## Part 2: Understand Your Population

- What's important for us to build the right individualized virtual environment?
  - Readiness to Change
  - Social Determinants of Health (SDOH)
  - Communication Preferences



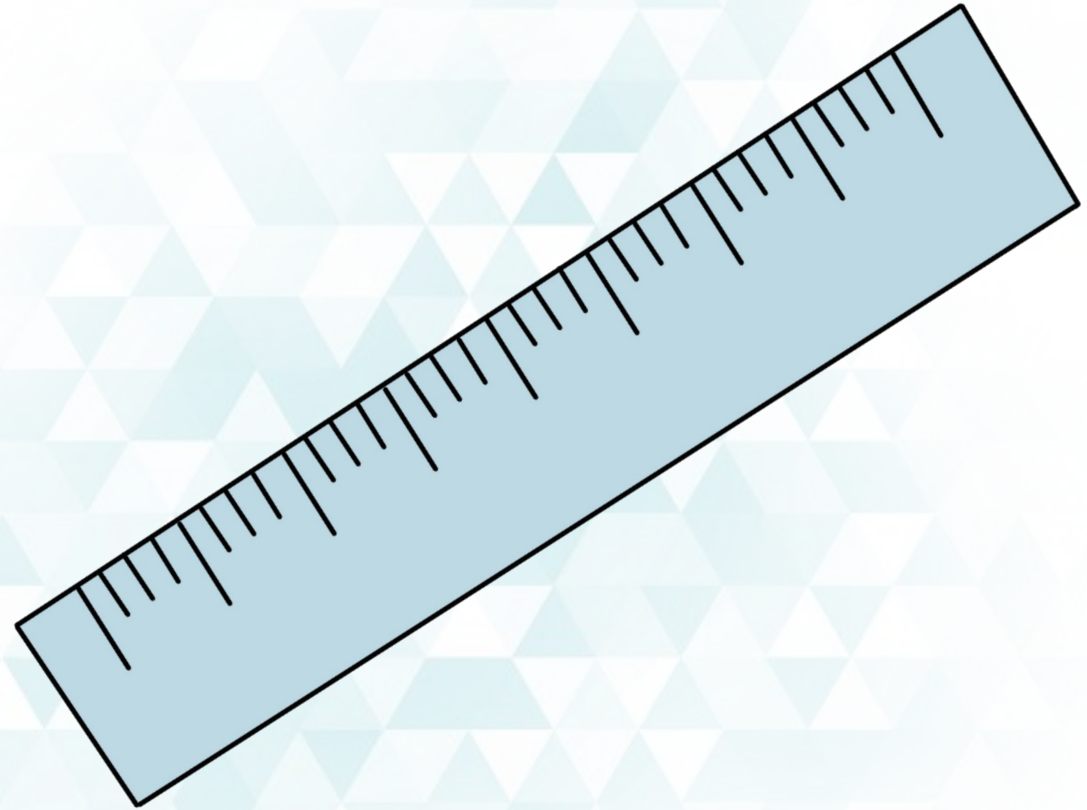
# Readiness to Change

- Tailor strategies to individuals' intention and readiness to change



# Readiness to Change

- Scale 1 to 10
- The golden number





<b>Precontemplation</b>	<b>Contemplation</b>	<b>Preparation</b>	<b>Action</b>	<b>Maintenance</b>
Consciousness-raising				
Dramatic relief				
Environmental re-evaluation				
	Self-re-evaluation			
		Self-liberation		
			Contingency management	
			Helping relationships	
			Counter-conditioning	
			Stimulus control	

## Principles of Progress

# Social Determinants of Health

- Transportation
- Discrimination
- Income
- Polluted Air and Water
- Poverty
- Language
- Literacy Skills
- Access to Technology



# Communication Preferences

- Telephonic
- Video
- Self-paced Courses
- Text



## Part 3: Build The Environment

- Virtual environment
- Content and services
- Communications
- Automations

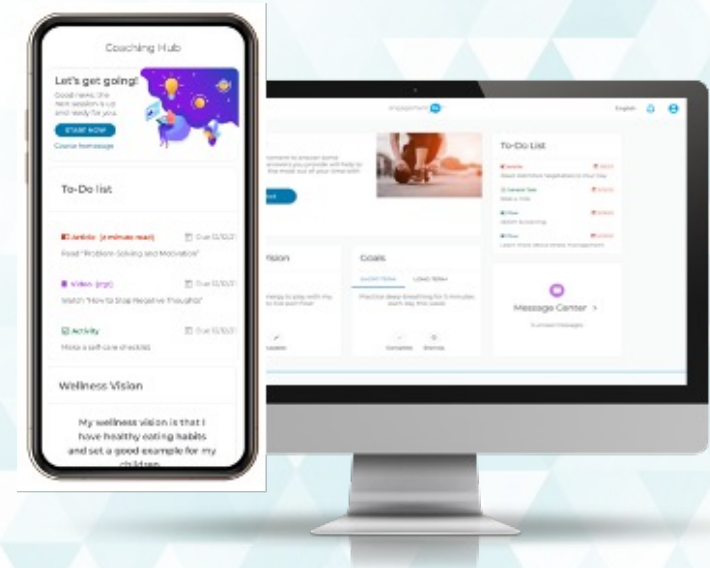


# Virtual Environment

- Accessibility
  - Website, portal, app, telephonic, email, etc.
- Privacy and HIPAA compliant
  - User authorization
  - Access control
  - Authorization monitoring
  - Automatic log off
  - Data encryption and decryption

If you are health coach, nurse, doctor, psychiatrist, life coach, or another medical professional consider

- NWI Resources for coaches
- Nursing Peer to Peer Platforms – G2, Shortlister, etc.
- Healthcare IT Skills



Present value and engage your audience in 8 seconds or less.

## Content

Why are they coming to your virtual space?

- Coaching Hub
- Lab results
- Scheduling
- Trackers
- Resources and information
- Forms

## Communications

How do you communicate?

- How can you be reached?
    - Chat, email, text message, phone number
  - Set expectations for communication
- Consider:
- Established channels of communication

## Automations

What can be done for you?

- Onboarding and Introduction
- Assessments
- Scheduling
- Text Communication
- Check-ins
- Reminders





## Content

- Clear labeled links and navigation
- Value proposition titles
  - “How to”, “10 Tips”, “15 min Healthy Meals”, etc.
- Text needs to be mobile-friendly
- 6<sup>th</sup> grade reading level
- Users read 28% of content on average

## Communications

- Personalize communication
- Text messages – 160 characters or less
- Aligning frequency and content with stages of change:
  - PC – Monthly, Information
  - C – Weekly, information and motivational interviewing
  - P – 2-3/week, goal setting, motivational interviewing
  - A – 2-3/week to bi-weekly, motivational interviewing
  - M – monthly, information, motivational interviewing
- Frequency over duration of communication

## Automations

- Appointment reminders:
  - 67% of consumers find texts reminding them about upcoming appointments helpful
- Data collection reminders:
  - Send reminders only when necessary, and limit yourself to a maximum of 4 rounds
- Feedback collection
- Missed appointments/sessions
- Automate responses when possible

# Best Practices for Onboarding

Research tells us that onboarding needs to be fast, include clear value, and celebrates where they are at in their health journey. Since we all have the attention span of a squirrel, assessments need to be short, multiple choice, and available when they have time to take the exercise.

Ask yourself:

- What's the core value you're trying to deliver to your users?
- What steps do new users need to take to receive that core value?
- What friction might exist within those steps?
- What actions do long-lasting users take?  
How can you encourage new users to take them?

Provide necessary experience:

- Benefit-focused
- Function-focused
- Doing-focused
- Account-focused

# Best Practices for Data Collection

Research tells us that data collection needs to be fast and easy for user to submit.

## Assessments and surveys:

- Start by setting expectations
- 13 questions or less
- Completion time - 5 minutes
- Multiple choice answers
- Question should not exceed 16-20 words
- 48 to 72 hours after your initial assessment invite are the best time to send reminders

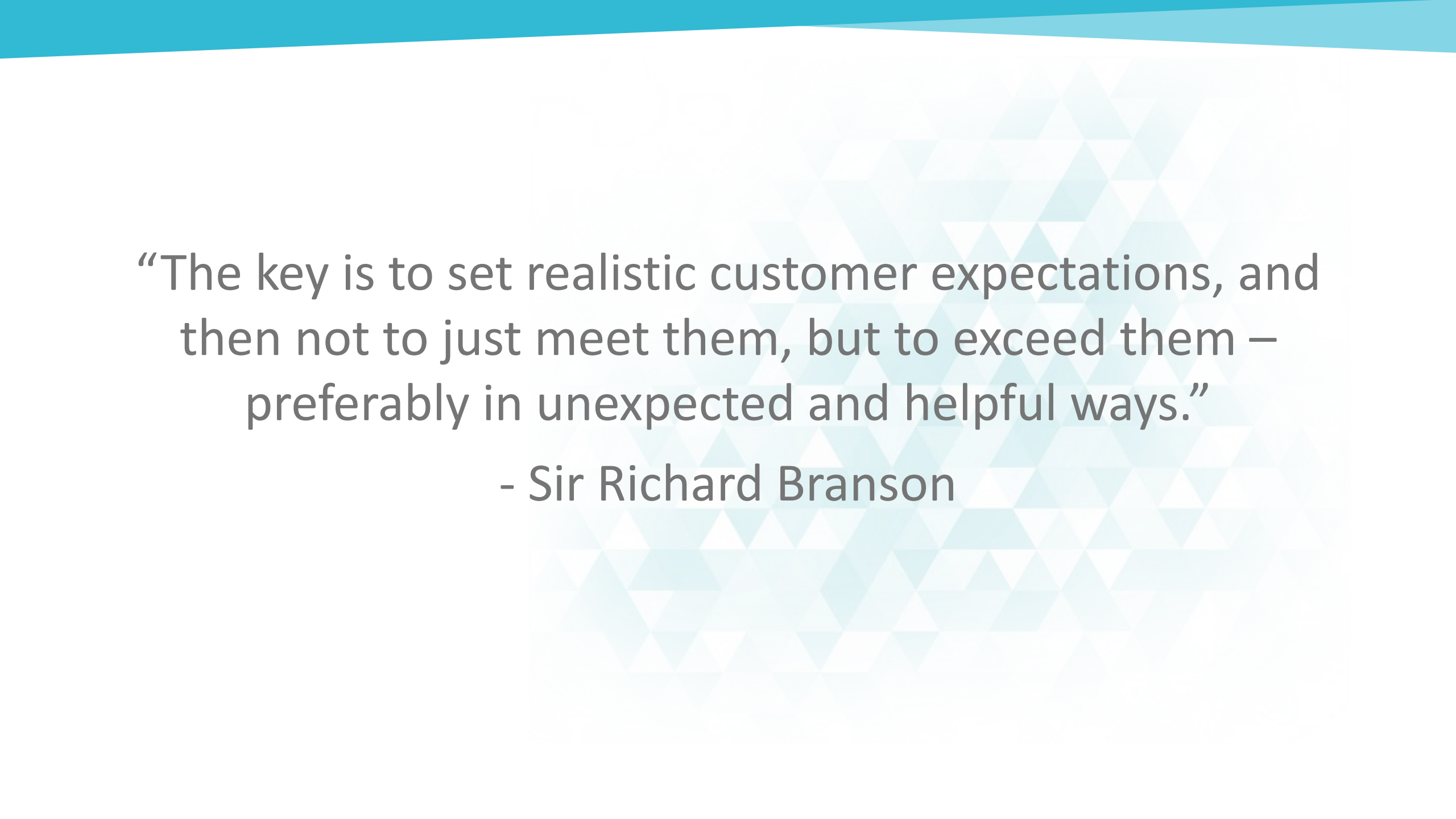
## For ease of ongoing data collection:

- Automate when possible
  - Sync trackers
- Use text messages to collect data via flows
- Show data and progress to population

# Measuring Success

- Reporting
  - Adherence – Population behaviors and habits
  - Outcomes – Measurable results for your population
  - Communication – Appointment completion rates
- Systems and workflows
  - Scalable and frictionless workflows that decrease administrative burden and increase population reach





“The key is to set realistic customer expectations, and then not to just meet them, but to exceed them – preferably in unexpected and helpful ways.”

- Sir Richard Branson



## Contact Us

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