



Population Health Colloquium

A Consumer-Oriented Perspective to Achieving Population Health

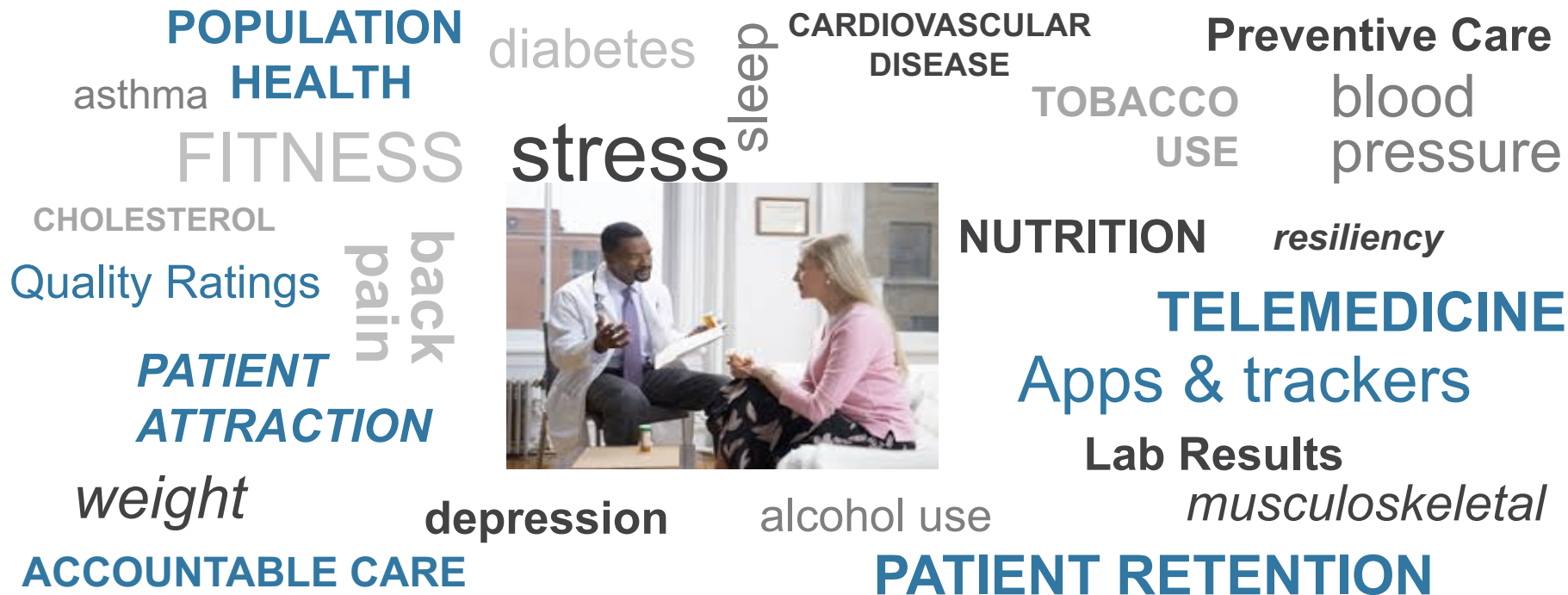
March 28, 2017

Agenda

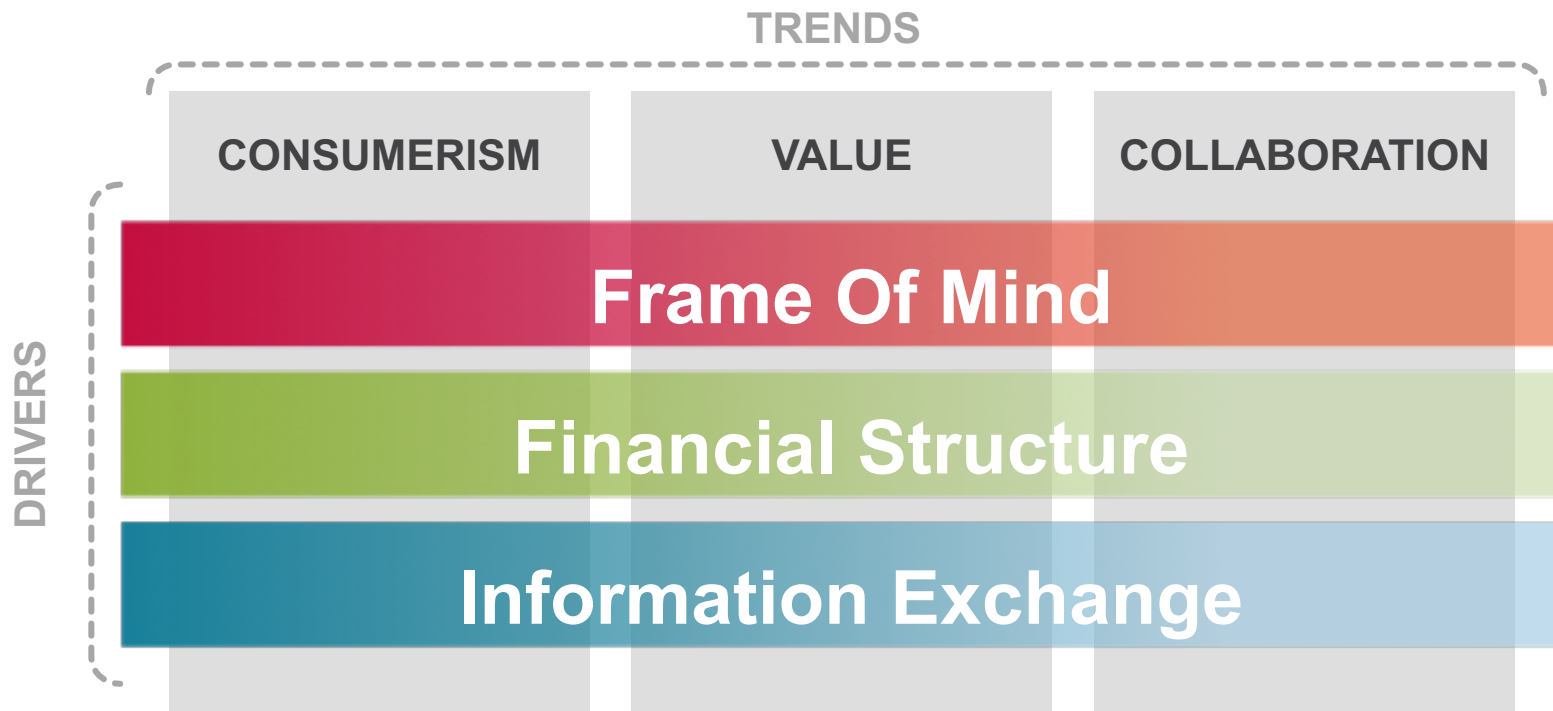
- Patients are becoming consumers
 - > engagement matters to providers and consumers
- What's a Person First Approach?
- Why do we behave the way we do?
- How to think about different generations
- You can improve health outcomes using population health approaches



What are the issues facing doctors and patients?



Transformation towards a sustainable healthcare system



The future of population health requires behavior change: Providers and Patients

Million Hearts® 2022 Priorities

Keeping People Healthy

Reduce Sodium Intake

Decrease Tobacco Use

Increase Physical Activity

Optimizing Care

Improve ABCS*

Increase Use of Cardiac Rehab

Engage Patients in
Heart-healthy Behaviors

Improving Outcomes for Priority Populations

Blacks/African-Americans

35-64 year olds

People who have had a heart attack or stroke

People with mental illness or substance use disorders

*Aspirin, Blood pressure control, Cholesterol management, Smoking cessation



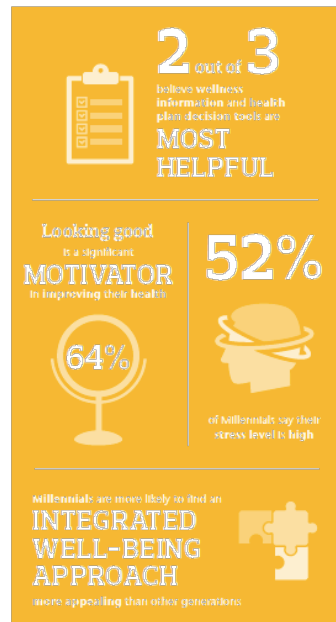
Consumerism is changing health care

Consumer Health Mindset™ Study 2016

New Perspectives. New Experiences.



Millennials Matter



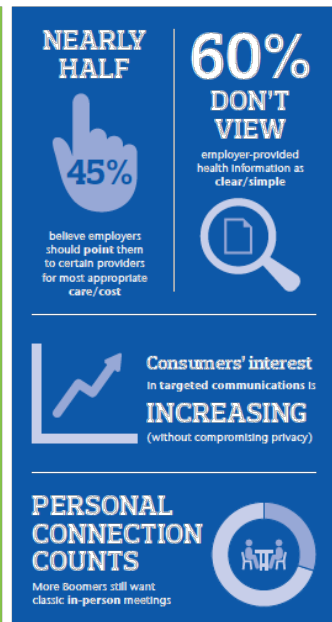
The Experience Engages



Behaviors Are Building



Ease Is Everything

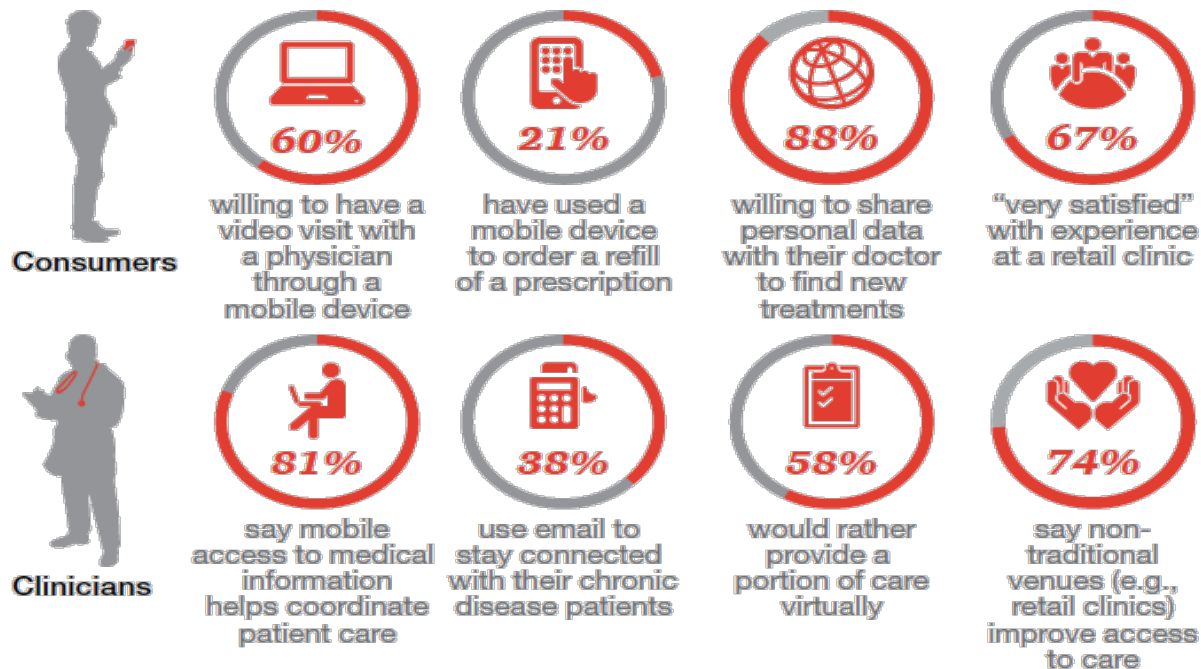


The 2016 Consumer Health Mindset™ Study provides input from 2,320 survey respondents representing the US population from companies with at least 1,000 employees.

Risk. Reinsurance. Human Resources.

Providers and patients: changing engagement preferences

Figure 1: More mobile, more accessible, more connected



Who owns a smartphone?

Sex	Men	83
	Women	78
Race/ Ethnicity	White	78
	Black	80
	Hispanic	75
Age Group	18-29	94
	30-49	93
	50-64	68
	65+	35

Household Income	<\$30K	61
	\$30K-\$49,999	81
	\$50K-\$74,999	89
	\$75+	95
Education Level	< High school	48
	High school	66
	Some college	87
	College+	94
Community Type	Urban	84
	Suburban	82
	Rural	61

We systematically design for consumer engagement and behavior change—by starting with the person



We start with the individual's priority.

We use choice.

We address the needs of cross-generational workforces.

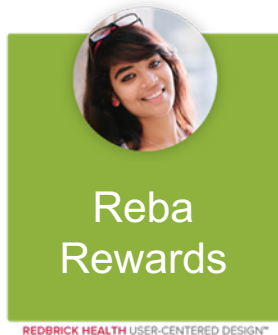
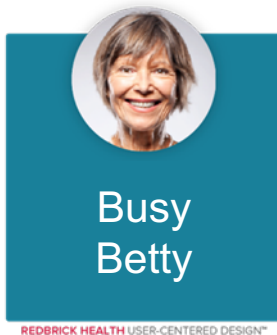
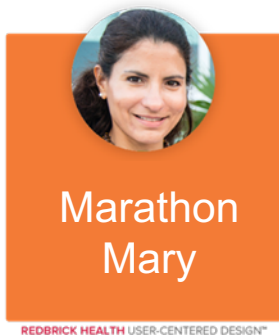
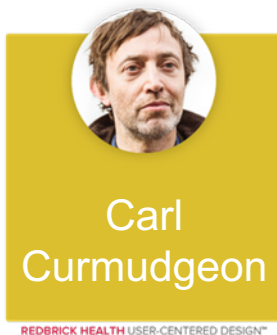
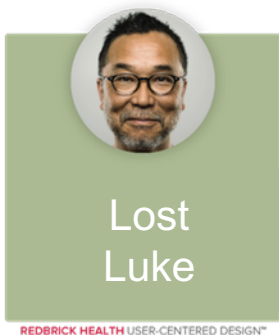


RedBrick Health
Person First

- Better experience
- More meaningful engagement
- Demonstrated outcomes

People are different—meet them where they are

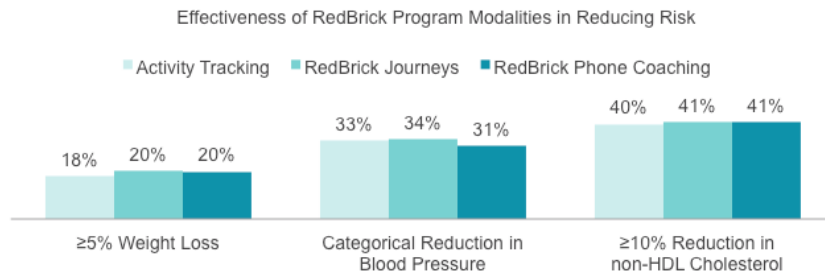
A person-first approach recognizes differences, offers relevant choices, gets results



PERSONA RESEARCH

Phone Coaching	Digital Apps	Tracking Devices
Over 50	25-64	Under 40
Blue collar or service	Professional service	Professional service
Lower income and rural	Mid to upper income, suburban	Upper income, suburban

OUTCOMES RESEARCH



How do we facilitate engagement?

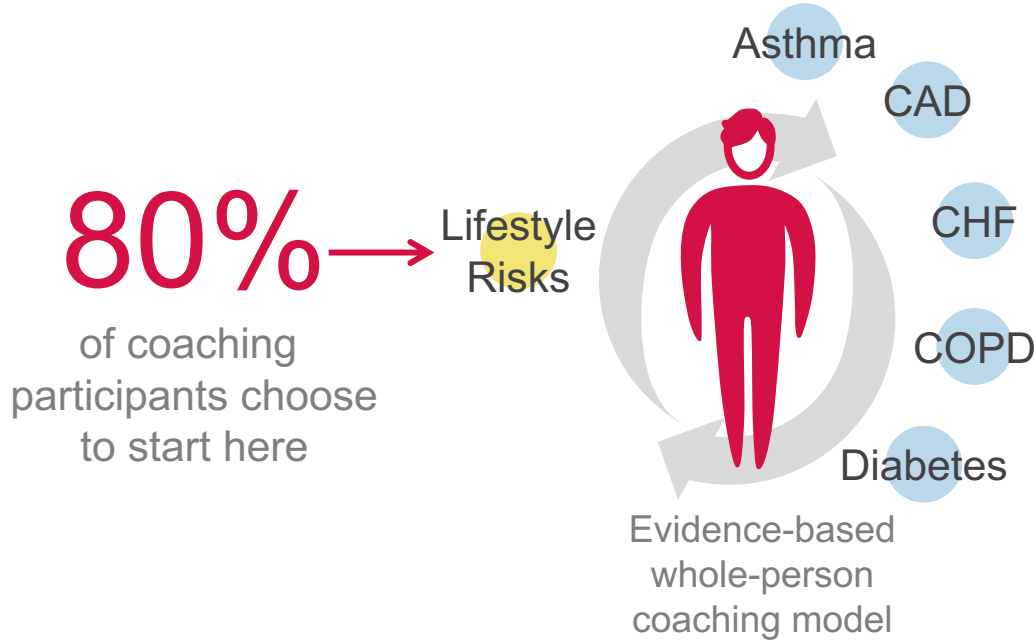
The RedBrick Behavior Change Framework™

REDBRICK BEHAVIOR CHANGE FRAMEWORK

	MOTIVATION	ABILITY	TRIGGER	
PERSONAL	Engage intrinsic motivators	Break goals into small steps	Simple tailored reminders	INTEGRATION OF BEHAVIOR CHANGE STRATEGIES
SOCIAL	Engage support	Work together	Social reminders	
STRUCTURAL AND FINANCIAL	Align incentives	Change environment	Link to environment	

FOGG BEHAVIOR MODEL
 BEHAVIORAL ECONOMICS
 SELF-EFFICACY
 CIALDINI ETHICAL INFLUENCE
 COGNITIVE BEHAVIOR MODEL
 MOTIVATIONAL INTERVIEWING
 TRANSTHEORETICAL MODEL
 CHRISTAKIS SOCIAL CONNECTIVITY
 MENTAL CONTRASTING
 GAME MECHANICS

People will engage in ways they prefer



The result

Nearly **3x** more condition relevant coaching engagement

More than **4x** increase in total coaching engagement

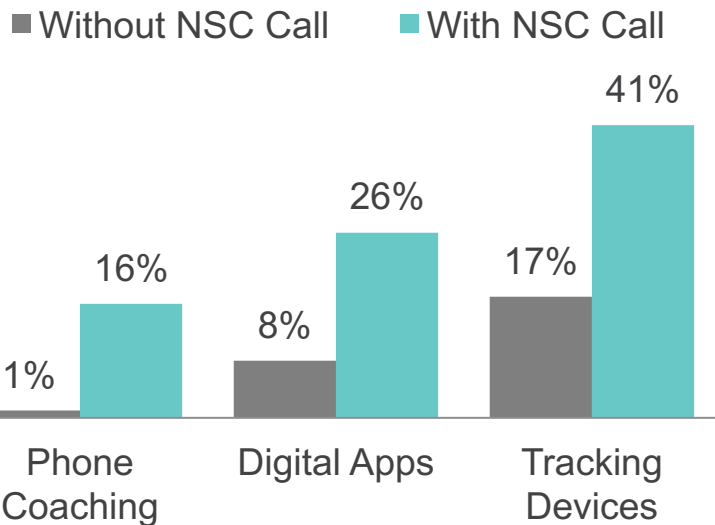
Notes

RedBrick Lifestyle Management topics include: Healthy Pregnancy, Healthy Back, Hyperlipidemia, Hypertension, Nutrition Management, Physical Activity, Stress Management, Tobacco Cessation, Weight Management.

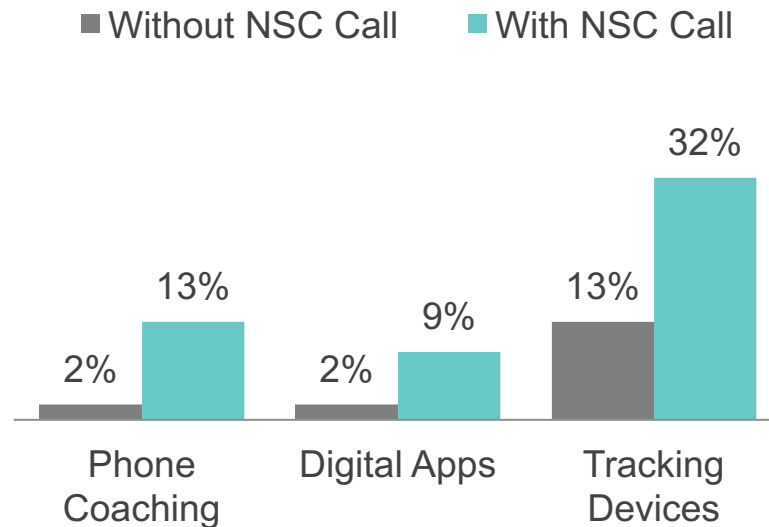
Personal Accountability Matters

Collaboration with a health concierge can make a big difference

Patient Engagement at 30 Days

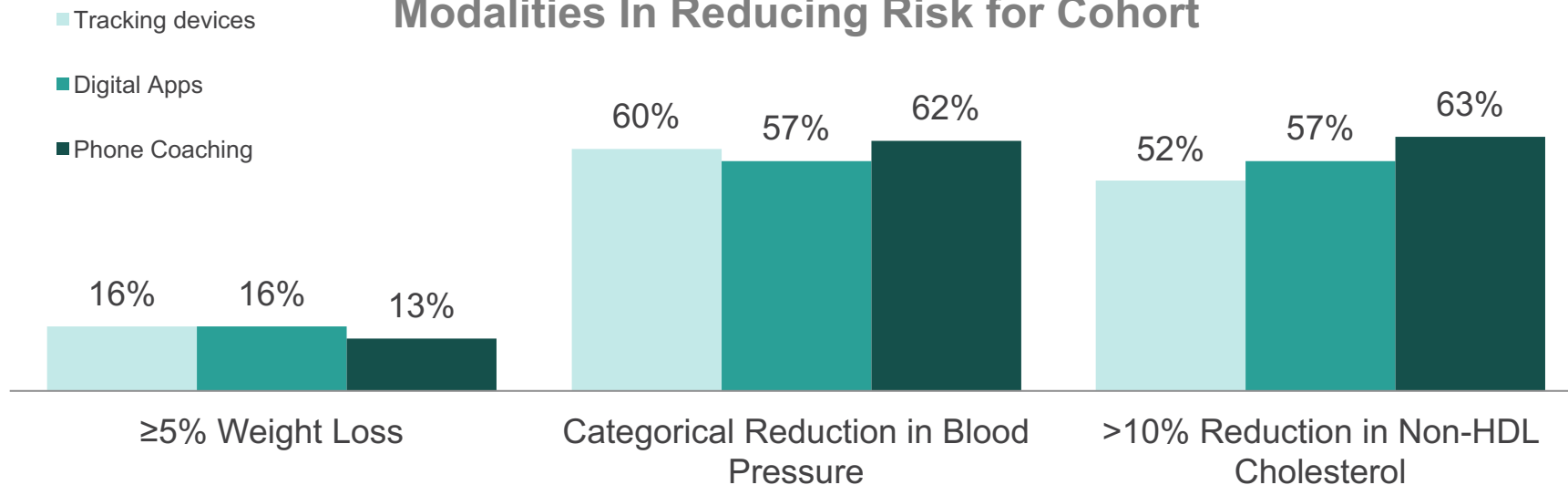


Patient Engagement at 180 Days



Offer choices in how to change behaviors

Effectiveness of Well-being Programs Modalities In Reducing Risk for Cohort



Engagement drives change

Obese participants (30+ BMI) who engage in digital coaching apps were more likely to achieve clinically meaningful weight loss (5% or more) than non-participants



Source:

Cohort analysis of 84,400 repeat health screening participants 2012-2014. All differences significant at $p < .001$. Clinically meaningful weight loss defined as a loss of $\geq 5\%$ of initial body weight within one year.

What happens when populations get engaged?

2-YEAR REPEAT PARTICIPANT COHORT	N = AT HIGH RISK YEAR 1	AVERAGE AGE	% FEMALE	YEAR 2 RESULTS		
				IMPROVED	SAME	REGRESSED
Nutrition	4,119	44	57%	35%	38%	27%
Physical Activity	4,716	44	58%	39%	22%	38%
Stress Coping/Resiliency	3,202	43	60%	37%	43%	20%
Tobacco	334	47	44%	16%	84%	-
BMI	226	47	57%	22%	64%	14%
Blood Pressure	146	48	45%	60%	38%	2%
Non-HDL Cholesterol	133	48	49%	36%	46%	18%

What we've learned about consumer engagement

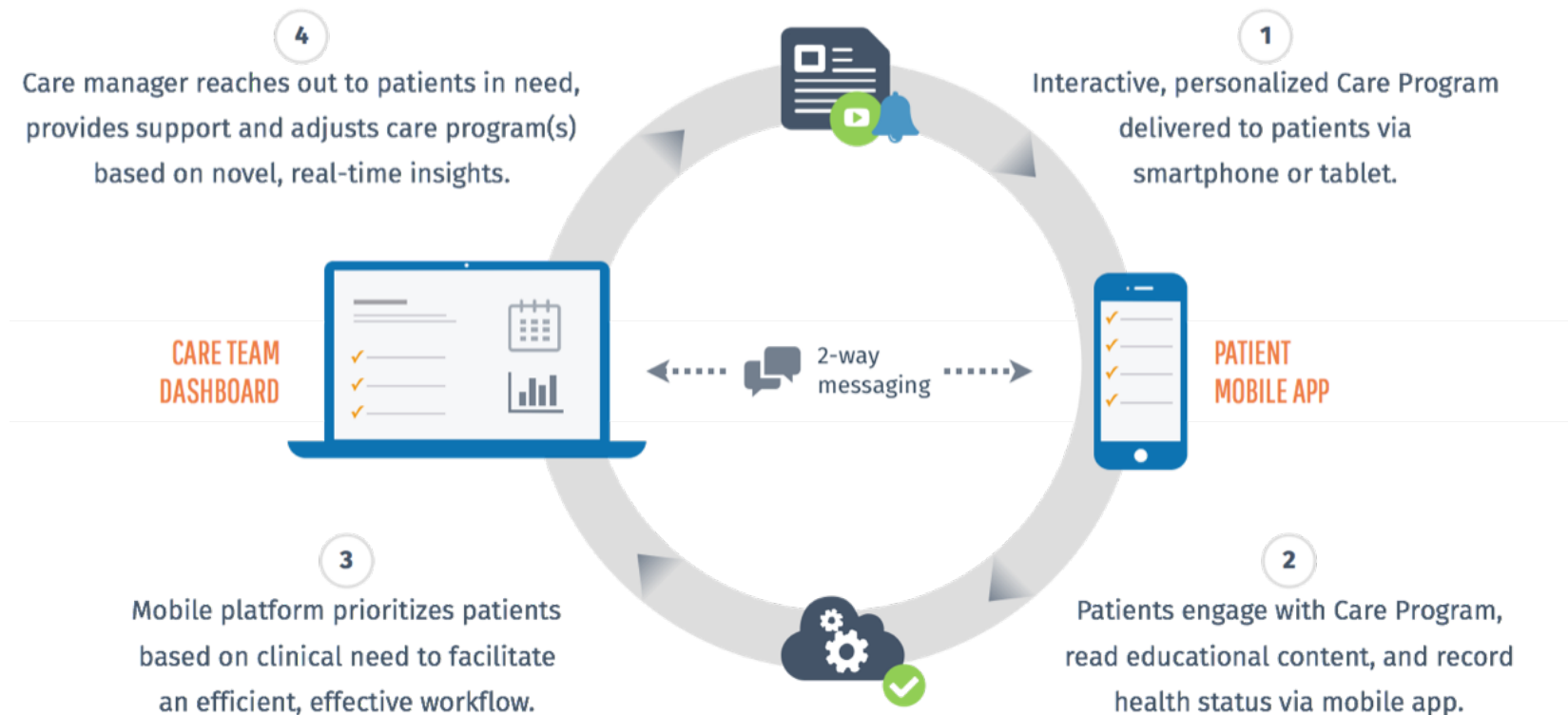
- **Doing anything is better than nothing**
- **The more specific the better**
- **More is better than less**

In summary: Change is hard

**“Hard work pays off
in the future...
laziness pays
off now.”**

famous philosopher & comedian Steven Wright

What might a new model of engagement look like



To sum it up:

What drives results?

- Accept people where they are, set small goals
- Offer choices (modalities, activities, resources)
- Listen for change talk
- Create a pattern of success, prepare for obstacles
- Encourage social and environmental support (influences)
- Support self-management efforts
- Tell good stories!

Questions?





Thank you!

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