

How Technology Drives Patient Engagement

The Power of **Play** meets the Cost Curve

Lindsey Volckmann

Director, Business Development

Lindsey.volckmann@keas.com



Viral Adoption

Sustained Engagement

Behavior Change

Productivity Improvements

Cost Reduction



Viral Adoption, Crazy Levels of Engagement, Changing Behavior





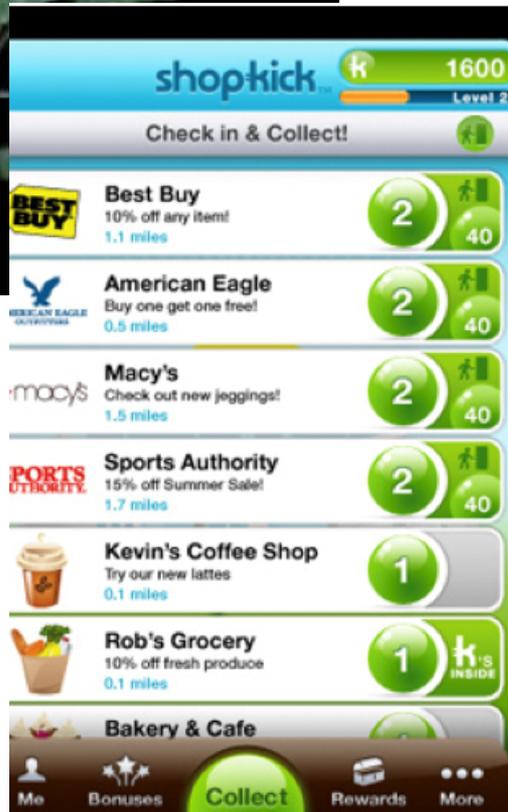
Gamepocalypse

- 350 million people spend a combined 3 *billion* hours per week playing these games
- 70% of the heads of American households play
- 35% of C-suite executives

Efficiency Leaves

Indicates short term efficiency. The more leaves and vines that are displayed, the more efficiently you're driving.

▼ 1 of 5



The Power of Play

1. Workplace wellness as the epicenter

1. The Power of Play and principles of engagement

1. A new kind of healthy competition – meet Keas

Why Workplace Wellness

- Most people spend between 35 to 40 percent of their time at work
- Majority of employers are now self-insured
- The total cost of health benefits for active employees averaged \$8,945 per employee
- Employers lose more than 39 million employee workdays each year just due to obesity-related illnesses.



The Power of Play

- Human beings are social.
- Human beings like to play.
- Human beings like to compete.
- Human beings would rather consume cookies than carrots.

The Power of Play

- A structured experience and sense of mastery



Samantha's To-Do List

 Set Reminders

Click on the checkbox when you've completed the To-Do or click on the title to learn more.

- Use the DASH diet to prepare 2 meals this week 25
- Use a strength training video 2 times this week 30
- Eat fresh fruit as a healthy dessert 5 days this week 0

My Points How To Earn Points ▼

432 pts

Level 7: 470 pts

Rank: 484 out of 1015 players

 **Level 6**

The Power of Play

- Pull don't push

**SOCIAL GAMES
REEL YOU IN**
with their accessibility
but they keep you
with social glue.



Recommended



Walking



Eating more veggies



Reducing stress



25

Use weights to build muscle strength for 20 minutes, 2 times this week

20

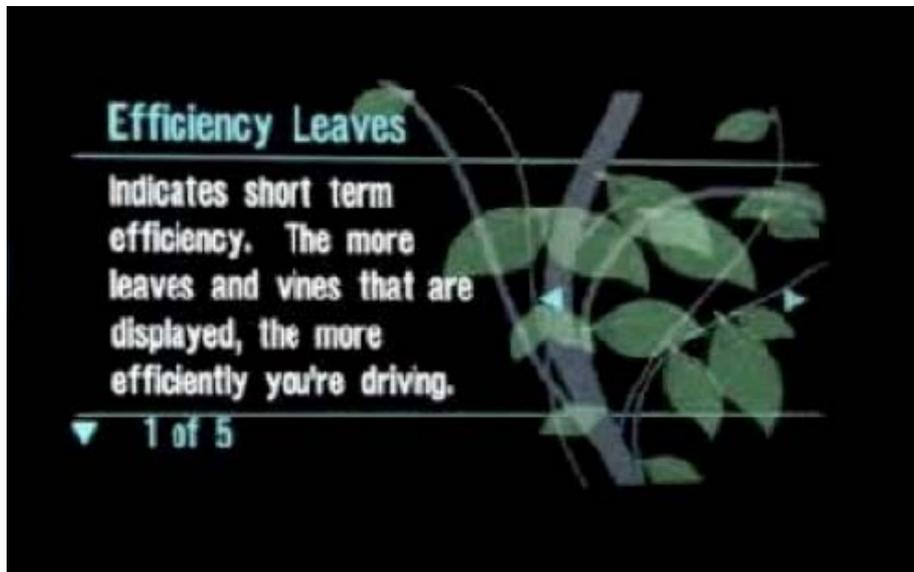
Try one new vegetable this week

10

Relieve stress by listening to a podcast on deep breathing once this week

The Power of Play

- Social persuasion



1st Place Player
1st place winner gets \$100
2nd-10th place finishers get \$50
Kim Funasaki
1668

Top Players

2nd		Ben Anderson	1591
3rd		Leor V Team Canada	1585
4th		Marie Nguyen Fit-Elite	1577
5th		Lawrence Chang Fit-Elite	1576

The image shows a game leaderboard. At the top, there is a profile picture of a woman with short brown hair, identified as the 1st Place Player, Kim Funasaki, with a score of 1668. Below this, there is a section titled 'Top Players' with a list of five players, their profile pictures, names, and scores. The scores are displayed in blue boxes on the right side of each player's name.

The Power of Play

- Social Support



Double Martinis *The team tag line goes here.*

 **502 Pts**

1500 pts	3000 pts
Pays \$50 per teammate	Pays \$100 per teammate

[Edit Logo](#)

Double Martini Stats

Total Last Week Points

	Jenny S. MVP with 27% of team points	97
	Mark F.	96
	Ray W.	74
	You	58
	Cindy P.	58
	Larry L.	55

The Power of Play

- Social Modeling



Margaret Wilson : There is still time to be in the Top 10 - bring out your competitiveness. Let's all keep on track - each one of us will reap the benefits of a healthy lifestyle.

1/10/11 8:11 AM • [Comment](#) • [Like](#)



Stephen Weiss : Hi Margaret - This challenge has helped me to create some healthy habits that I plan to continue even after the competition. Good luck to you!

1/10/11 8:39 AM



Margaret Wilson : I couldn't agree with you more - it has become so much more than just a competition. It is actually becoming part of a new lifestyle. Wish you the best.

1/10/11 8:42 AM

DISCOVER THE POWER OF PLAY



You've tried everything to get your employees to get healthier. Except the power of play.

[Sign In](#)[Password Help](#)[Not a member? Click here](#)

Keas Health Challenge

- 1 Register through the invitation email from Keas.
- 2 Join a team and start earning points.
- 3 Earn prizes for crossing things off your health To-Do list.

[Get Started >](#)

Pick Your Health Goals



Decide which health areas you want to work on.

Complete Weekly "To-Dos"



Join a team and do 3 things a week to improve your health (such as avoiding salt).

Report Your Progress



Each week you'll earn points towards prizes for telling us how you did on your To-Dos.

Get Healthy and Win Money



Have fun reaching your health goals and get rewards in the process.

[Next](#)

Tell us how you did

Click on the checkbox if you've completed the To-Do.

<input checked="" type="checkbox"/> Eat your meals on small salad plates this week	7 of 7	45
<input checked="" type="checkbox"/>		
<input type="checkbox"/> Walk for 60 minutes, 5 days this week	3 of 5	27
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
<input type="checkbox"/> Use weights to build muscle strength for 60 minutes, 2 times this week	1 of 2	22
<input checked="" type="checkbox"/> <input type="checkbox"/>		
You earned 3 Bonus Points for the To-Dos that you selected last week.		17
You earned 3 Bonus Points for posting 3 comments last week.		
You earned 10 Bonus Points for reporting your progress for 3 weeks in a row.		
You earned 1 Bonus Point for reporting your progress on time.		

Based on what you just reported, here's a summary of how you're doing. Click Next to pick new To-Dos.

[Next](#)


1st Place Player

1st place winner gets \$100
2nd-10th place finishers get \$50

Kim Funasaki

1668

Top Players

2nd		Ben Anderson	1591
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1st Place Team

1st place winner gets \$500 per teammate
2nd-5th place winner gets \$200 per teammate

Veggie Straws

8901

Top Teams

2nd		Fit-Elite	8834
3rd		Team Vector	8314
4th		Operation Back...	8123
5th		Team Athletes	8024

We've recommended these 3 To-Dos based on your health goals. You can pick up to 3 from this list or browse To-Dos by category (e.g., Walking, Cycling, and Eating more veggies) to choose others.

[Done](#)

Remember, you earn points for completing To-Dos and having more points makes you and your team more likely to win prizes. [Learn more about prizes.](#)



Recommended

40

Walk for 45 minutes, 5 days this week



Walking

45

Eat your meals on small salad plates this week



Eating more veggies

20

Use a journal 3 days this week to record what makes you feel stressed



Reducing stress



Managing cholesterol





Home : Week 8 (March 14, 2011)

lindsey's To-Do List

[Set Reminders](#)

Click on the checkbox when you've completed the To-Do or click on the title to learn more.

- | | | | |
|--------------------------|---|--------|---|
| <input type="checkbox"/> | Use a journal 3 days this week to record what makes you feel stressed | 0 of 3 | 0 |
| <input type="checkbox"/> | Walk for 45 minutes, 5 days this week | 0 of 5 | 0 |
| <input type="checkbox"/> | Eat your meals on small salad plates this week | 0 of 7 | 0 |

[See To-Do History](#)

News Feed

[HealthyKeas](#)[Team Legend](#)

What's new with you?



George Kassabgi : 4.5miles

about 1 hour ago • [Comment](#) • [Like](#)

Bonus Points

Quiz: Increase your endurance

2

Quiz: Ways to beat stress

2

SPIN

Invite Friends to Earn Points

Separate emails with commas

Invite

My Points

[How To Earn Points](#)

582 pts

Level 9: 710 pts





Team Legend



Team Members



Ed Liebowitz



Bremner Morris



Cheryl Volckmann



lindsey volckmann



Mark Irvine

Team Legend: Add a tagline to describe your team [\(Edit\)](#)



Total
4559 pts



Rank
21 out of 33 teams

What's new with you?



lindsey volckmann : signed up for: 1) Walk for 45 minutes, 5 days this week; 2) Eat your meals on small salad plates this week; 3) Use a journal 3 days this week to record what makes you feel stressed.

about 35 seconds ago • [Comment](#) • [Like](#)



Team Legend : Mark Irvine earned 0 points last week. He's now in 161st place overall with a total of 317 points.

about 8 hours ago • [Comment](#) • [Like](#)

Earn More Points



Quiz: What are your diet's hidden dangers?



Quiz: Can you bust these exercise myths?



Quiz: Surprising facts about exercise

Invite Friends to Earn Points

Separate emails with commas

Invite

1



Keas provides email scripts to energize your employees around the contest

2



A sneak preview opens to build buzz and facilitate team formation.

3



Keas supplements internal marketing with emails when the game starts.

4



People choose goals and start earning points.



Questions, contact:

lindsey.volckmann@keas.com