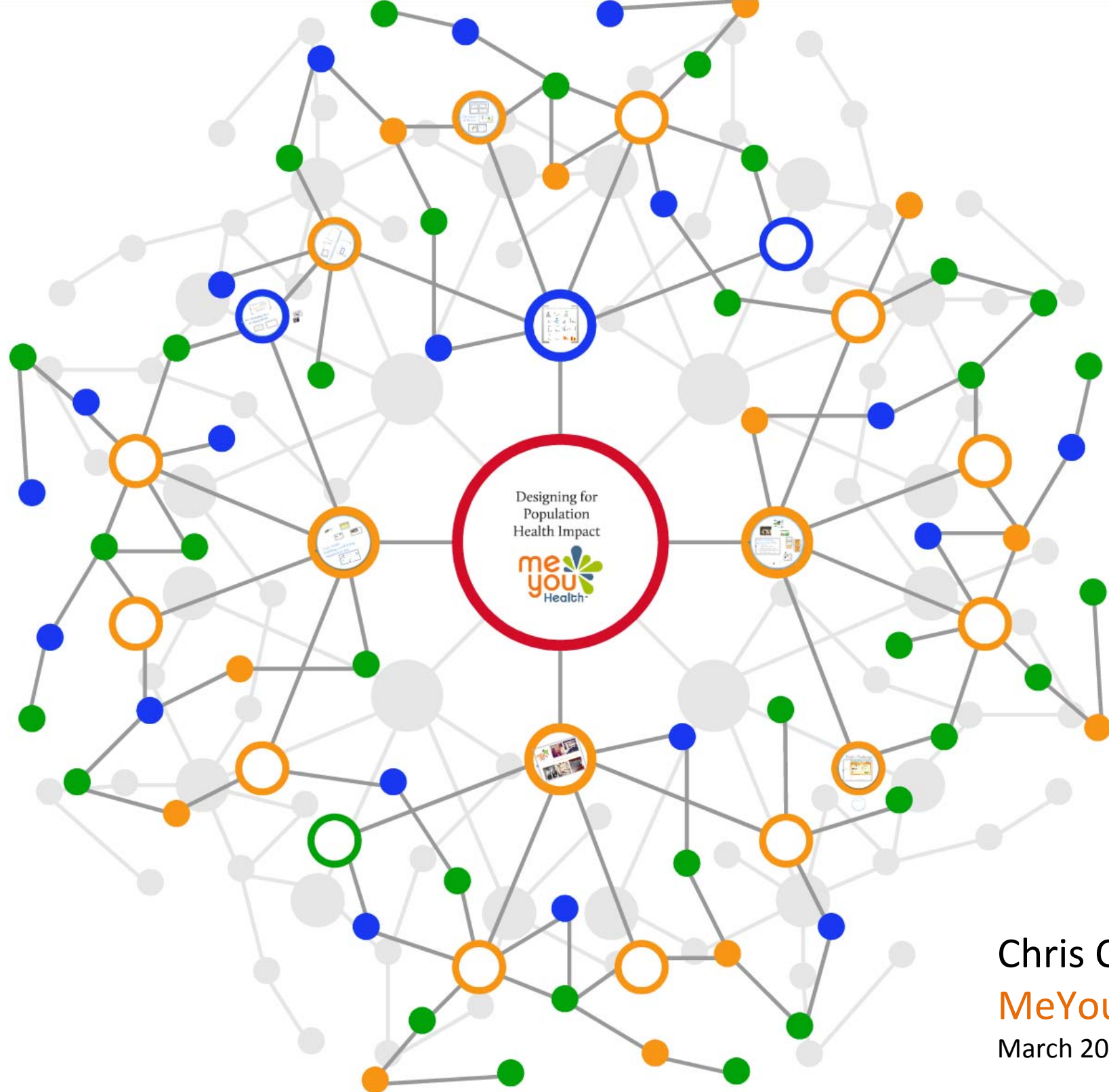
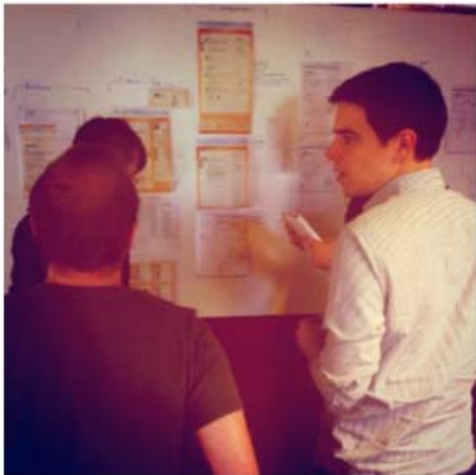




Chris Cartter
MeYou Health
March 2013

Designing for Population Health Impact





- Boston-based subsidiary
- Founded in 2009
- A diverse team of designers, engineers, social media experts and researchers

Engagement problem?

the typical health portal:

YES

Second visit	30%
Third visit	15%
Fourth visit	7.5%

Assuming 50% enrollment on 10,000 people you are left with **17 people**.

the changing face of engagement

Engagement

The exchange of attention for perceived value over a period of time.

What would it take to get 3-4 minutes of your time each day to complete one small action designed to improve your well-being?



Engagement problem?

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Engagement

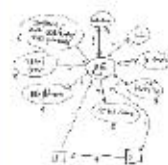
The exchange of attention for perceived value over a period of time.

What would it take to get
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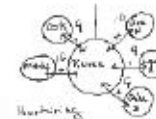




Case Study: building a well-being engagement app



who can
help me?



The WBI measures well-being...



HOME

OVERVIEW

ABOUT US

METHODOLOGY

FINDINGS

SERVICES

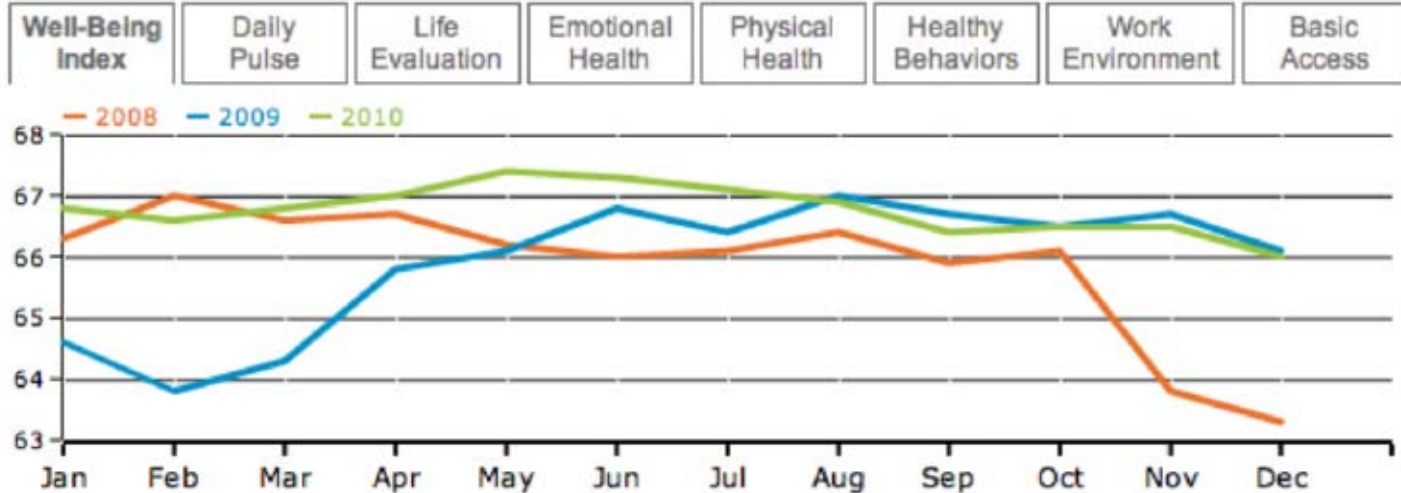
NEWSROOM

The U.S. Well-Being Index

As of 01/01/2011

Score Chg/vs.LM

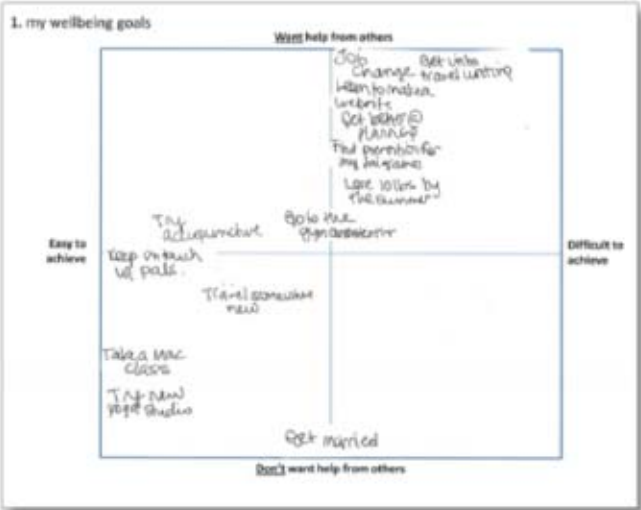
Well-Being Index	66.0	-0.5 ▼
Life Evaluation	49.6	-0.1 ▼
Emotional Health	78.7	-0.7 ▼
Physical Health	76.3	-0.4 ▼
Healthy Behaviors	61.1	-2.1 ▼
Work Environment	48.4	+0.2 ▲
Basic Access	81.7	-0.4 ▼



...but how do we talk about well-being?

We asked 34 people...







ME-TIME IMPOVERISHED

Who Am I?

- Moms
- Caregivers

SIGN ME UP!



VALIDATION SEEKER

Who Am I?

- Knowledge seekers
- "Type A" personalities

SIGN ME UP!



ENLIGHTENED & DISCOVERING

Who Am I?

- People who tend to have a positive outlook on life
- Possibly recovering from traumatic situation or severe point of low being

SIGN ME UP!



EXCUSE MAKER

Who Am I?

- Overworked, self-stress inducers
- Lazy dreamers of goals
- Have difficulty committing

SIGN ME UP!



AWARE & ACHIEVING

Who Am I?

- Influential people who internalize their well-being
- They just "do it"
- They know well-being maintenance takes time

SIGN ME UP!



ENABLED

Who Am I?

- Have a bad habit that inhibits them from achieving goals
- Dependent on others for money, security and to validate their weaknesses

MAYBE?



IDLE

Who Am I?

- People with lessened responsibilities as compared to another time in life
- Empty nesters or retirees

NO, THANKS.

Me-Time Impoverished



who:

moms, care-givers

well-being is:

seeing kids succeed; feeling like 'a team' with spouse; looking after me instead of us only when there is extra time, occasional pampering

my social network:

positively influence others, especially dependents. Facebook is an outlet - a way to see what old (or lost) friends are up to, see how exciting other people are

needs:

me-time needs to be solutions should not family/self-indulgent rather than 'recreation'

Barriers

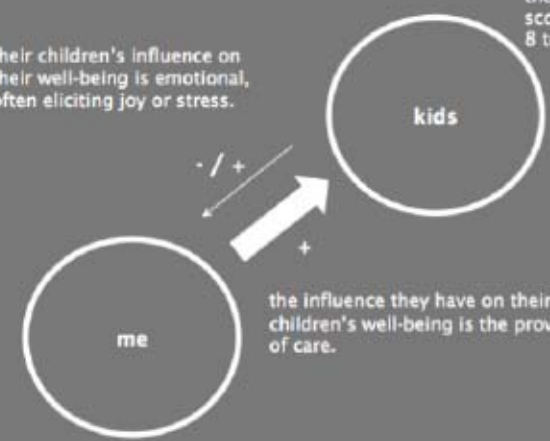
- guilt
- accountability
- time / work
- childcare
- money

Motivations

- trickle-down effect
- relieve stress
- keep up expectations
- make others happy

Me-Time Impoverished

their children's influence on their well-being is emotional, often eliciting joy or stress.

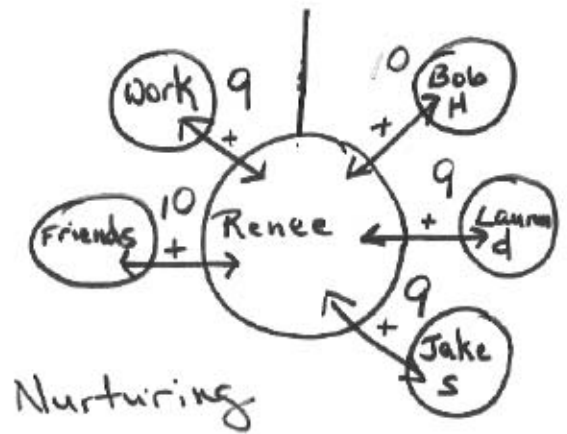
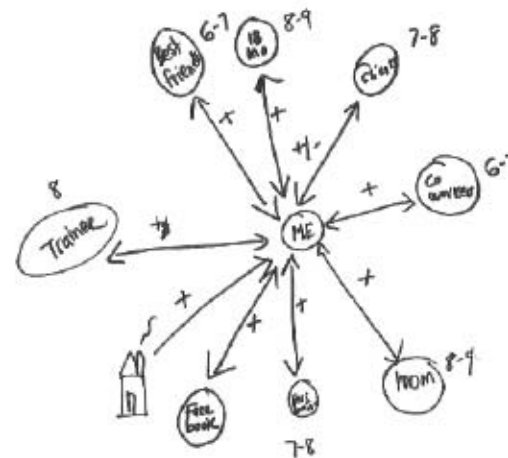
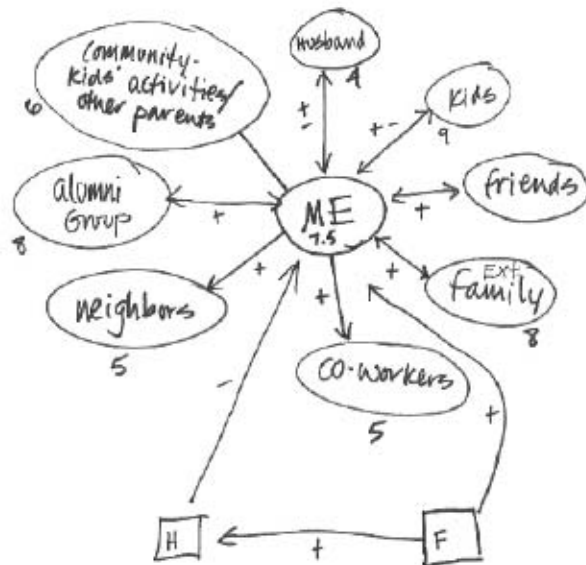


the influence they have on their children's well-being is the provision of care.

they easily assigned high well-being scores to their children, ranging from 8 to 10.



who can help me?



Nurturing

Social Network Science



Behavioral Science



Designing for Engagement

Game Thinking



A game is a journey.



Behavioral Science



The Four Principles

Realistic

For every habit, you should start with a tiny version of the behavior. A good way to know if you're on the right track is to ask: 'Can I do this?' and 'Is it fun?'

Convenient

To make a new habit, you should start with a tiny version of the behavior. A good way to know if you're on the right track is to ask: 'Can I do this?' and 'Is it fun?'

Immediate

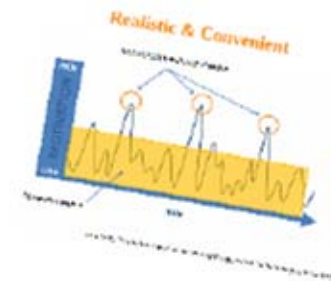
For every habit, you should start with a tiny version of the behavior. A good way to know if you're on the right track is to ask: 'Can I do this?' and 'Is it fun?'

Genuine

To make a new habit, you should start with a tiny version of the behavior. A good way to know if you're on the right track is to ask: 'Can I do this?' and 'Is it fun?'

Small Actions

	Small Action	Small Action	Small Action	Small Action	Small Action
Exercise	1 minute of stretching	1 minute of stretching	1 minute of stretching	1 minute of stretching	1 minute of stretching
Reading	1 page of a book	1 page of a book	1 page of a book	1 page of a book	1 page of a book
Writing	1 sentence in a journal	1 sentence in a journal	1 sentence in a journal	1 sentence in a journal	1 sentence in a journal
Learning	1 minute of a video	1 minute of a video	1 minute of a video	1 minute of a video	1 minute of a video
Working	1 minute of a task	1 minute of a task	1 minute of a task	1 minute of a task	1 minute of a task
Playing	1 minute of a game	1 minute of a game	1 minute of a game	1 minute of a game	1 minute of a game
Relaxing	1 minute of a nap	1 minute of a nap	1 minute of a nap	1 minute of a nap	1 minute of a nap
Traveling	1 minute of a walk	1 minute of a walk	1 minute of a walk	1 minute of a walk	1 minute of a walk
Eating	1 minute of a meal	1 minute of a meal	1 minute of a meal	1 minute of a meal	1 minute of a meal
Dressing	1 minute of a shirt	1 minute of a shirt	1 minute of a shirt	1 minute of a shirt	1 minute of a shirt
Grooming	1 minute of a hair	1 minute of a hair	1 minute of a hair	1 minute of a hair	1 minute of a hair
Hygiene	1 minute of a bath	1 minute of a bath	1 minute of a bath	1 minute of a bath	1 minute of a bath
Health	1 minute of a check	1 minute of a check	1 minute of a check	1 minute of a check	1 minute of a check
Finance	1 minute of a bill	1 minute of a bill	1 minute of a bill	1 minute of a bill	1 minute of a bill
Education	1 minute of a class	1 minute of a class	1 minute of a class	1 minute of a class	1 minute of a class
Work	1 minute of a job	1 minute of a job	1 minute of a job	1 minute of a job	1 minute of a job
Life	1 minute of a day	1 minute of a day	1 minute of a day	1 minute of a day	1 minute of a day



Our Four Key Design Principles

Realistic

Recognize and respect the health challenges people face in their everyday lives and give them achievable tasks.

Use small actions

Convenient

Be aware of the intense time constraints people are under and provide solutions that easily fit into those constraints.

Respect the attention economy.

Immediate

Provide value from the very first interaction and create a sense of tangible progress.

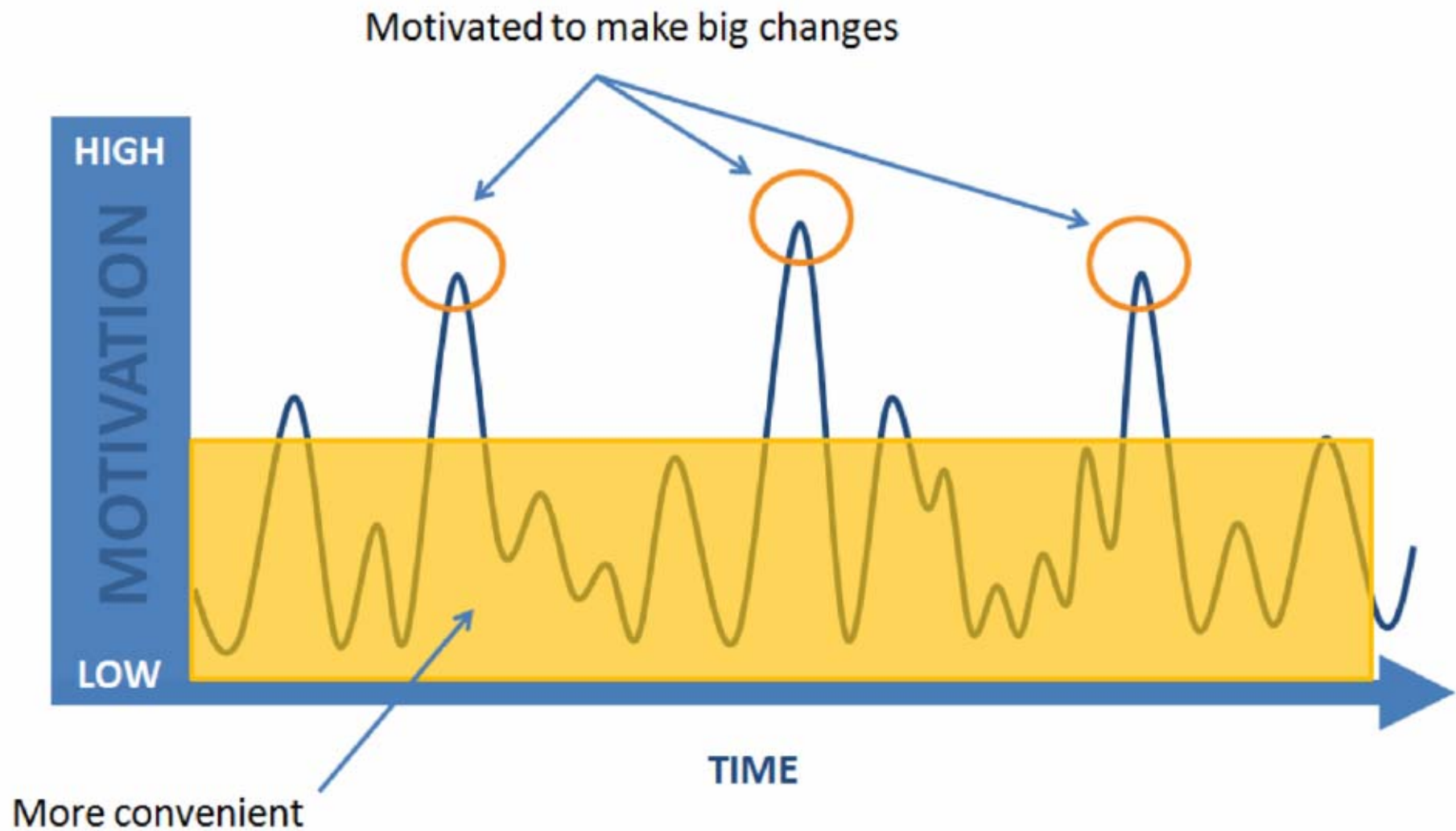
Create immediate successes!

Genuine

Never, ever trivialize the challenges people face pursuing well-being and always ask for things in the right context.

Build consumer brand trust!

Realistic & Convenient



Harnessing "Motivation waves" is new work by BJ Fogg, Persuasive Technology Lab, Stanford

3 Steps to New Habits :-)

Step 1 Make it tiny

To create a new habit, you must first simplify the behavior. Make it tiny, even ridiculous.

A good tiny behavior is easy to do – and fast.

Examples:

- Floss one tooth
- Walk for three minutes
- Do two pushups

Small Actions

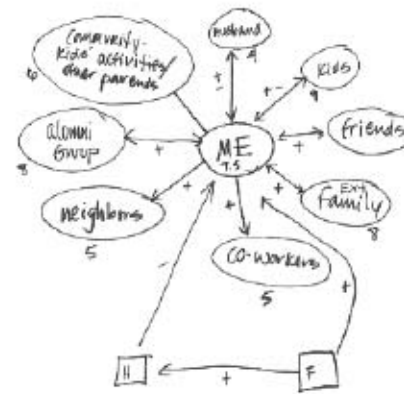
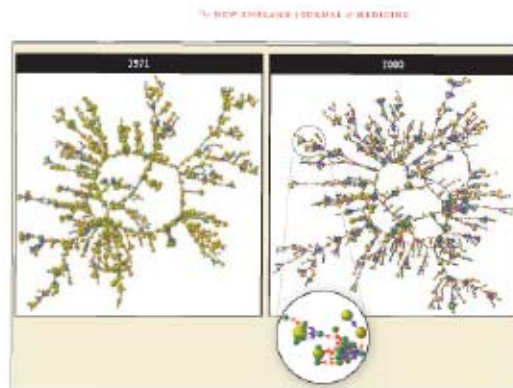
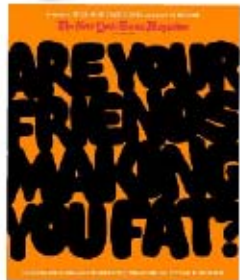
Realistic to start →

	Green behavior Do NEW behavior, one that is unfamiliar	Blue behavior Do FAMILIAR behavior	Purple behavior INCREASE behavior intensity or duration	Gray behaviors DECREASE behavior intensity or duration	Black behavior STOP doing a behavior
Dot behavior is done ONE-TIME	GreenDot Do NEW behavior one time <i>Install solar panels on house</i>	BlueDot Do FAMILIAR behavior one time <i>Tell a sister about eco-friendly soap</i>	PurpleDot INCREASE behavior one time <i>Plant more trees and native plants</i>	GrayDot DECREASE behavior one time <i>Buy fewer cases of bottled water today</i>	BlackDot STOP doing a behavior one time <i>Turn off space heater for tonight</i>
Span behavior has a DURATION, such as 40 days	GreenSpan Do NEW behavior for a period of time <i>Try carpooling to work for three weeks</i>	BlueSpan Do FAMILIAR behavior for a period of time <i>Bike to work for two months.</i>	PurpleSpan INCREASE behavior for a period of time <i>Recycle more of household waste for one month</i>	GraySpan DECREASE behavior for a period of time <i>Take shorter showers this week</i>	BlackSpan STOP a behavior for a period of time <i>Don't water lawn during summer</i>
Path behavior is done FROM NOW ON, a lasting change	GreenPath Do NEW behavior from now on <i>Start growing own vegetables</i>	BluePath Do FAMILIAR behavior from now on <i>Turn off lights when leaving room</i>	PurplePath INCREASE behavior from now on <i>Buy more local produce</i>	GrayPath DECREASE behavior from now on <i>Eat less meat from now on</i>	BlackPath STOP a behavior from now on <i>Never litter again</i>

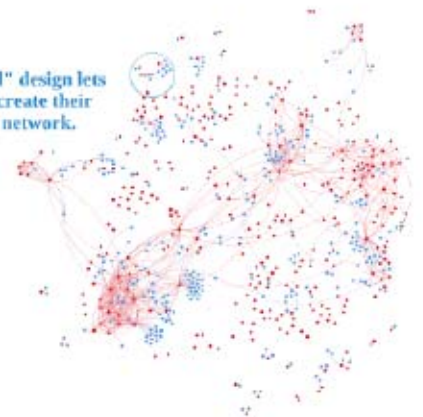
What we want →

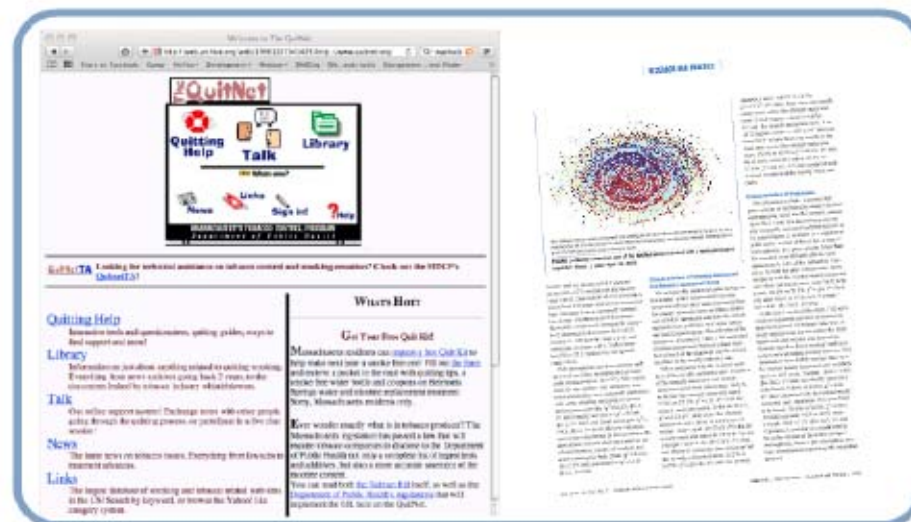
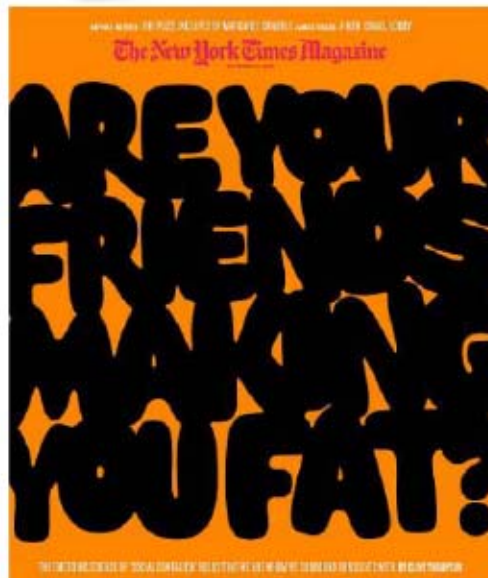
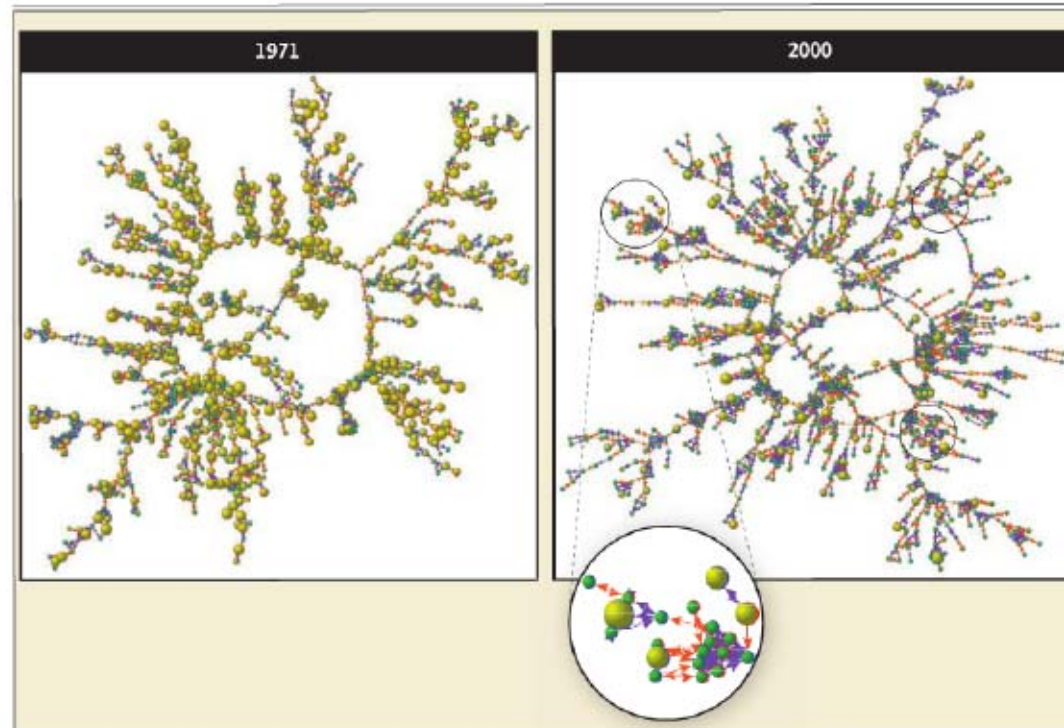
Source: BJ Fogg, Stanford University

Social Network Science

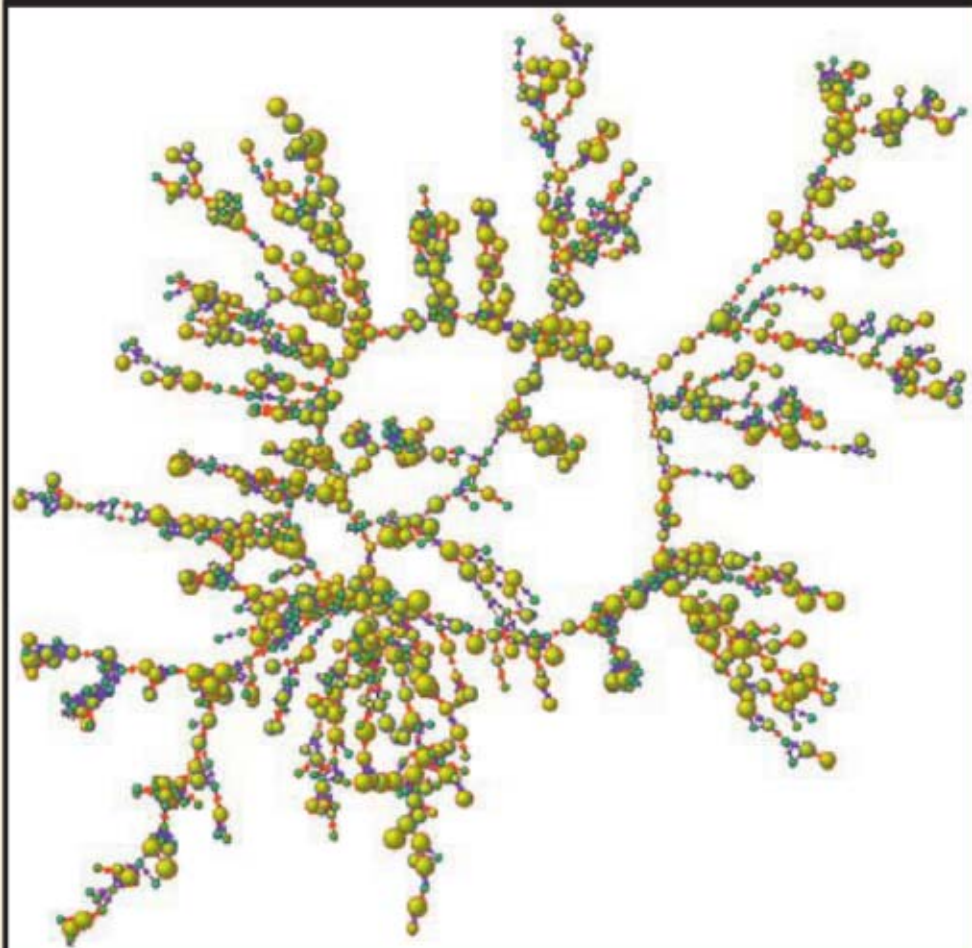


"Open Social" design lets each person create their own support network.

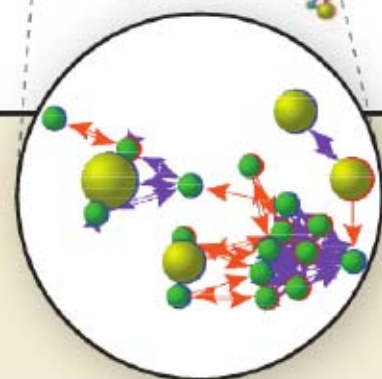
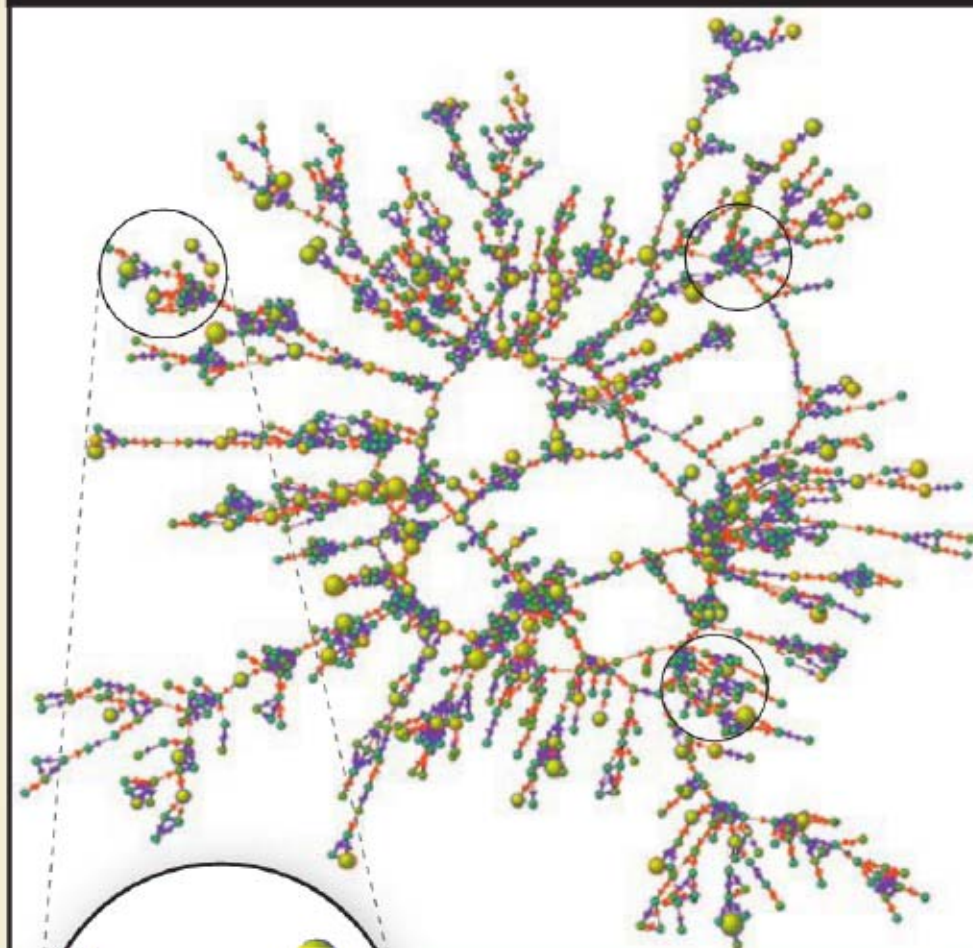




1971



2000





QuitNet TA Looking for technical assistance on tobacco control and smoking cessation? Check out the MTCF's **QuitNet TA!**

Quitting Help

Interactive tools and questionnaires, quitting guides, ways to find support and more!

Library

Information on just about anything related to quitting smoking. Everything from news archives going back 3 years, to the documents leaked by tobacco industry whistleblowers.

Talk

Our online support system! Exchange notes with other people going through the quitting process, or participate in a live chat session!

News

The latest news on tobacco issues. Everything from lawsuits to treatment advances.

Links

The largest database of smoking and tobacco related web sites in the US! Search by keyword, or browse the Yahoo! like category system.

WHATS HOT?

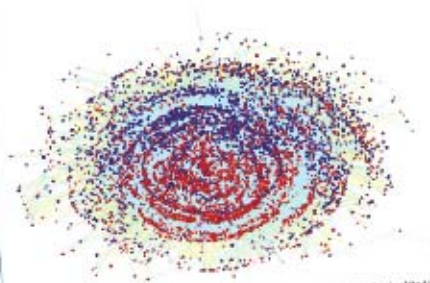
Get Your Free Quit Kit!

Massachusetts residents can [request a free Quit Kit](#) to help make next year a smoke free one! Fill out [the form](#) and receive a packet in the mail with quitting tips, a smoke free water bottle and coupons on Belmonts Springs water and nicotine replacement treatment. Sorry, Massachusetts residents only.

Ever wonder exactly what is in tobacco products? The Massachusetts legislature has passed a law that will require tobacco companies to disclose to the Department of Public Health not only a complete list of ingredients and additives, but also a more accurate assessment of the nicotine content.

You can read both [the Tolman Bill](#) itself, as well as the [Department of Public Health's regulations](#) that will implement the bill, here on the QuitNet.

RESEARCH AND PRACTICE



Note that some vertices indicate several links to many other low-link vertices (about 100 links). The size of the links is proportional to the frequency of the links. Most links connect vertices, and other links connect vertices to links. The Web also shows other network graphs.

FIGURE 1—Weekly connected core of the QuitNet network plotted with a spring-embedded algorithm. March 1, 2001–June 30, 2007.

users, with an average of 14.2 years per person ($SD=17.2$; median=0), interquartile range=0–3). Close to half (44.1%) received at least 1 message from a community member. On average, members sent 18.4 messages ($SD=120.7$; median=0), interquartile range=0–3), received 18.4 messages ($SD=115.5$; median=0), interquartile range=0–3), and exchanged messages with 4.7 other members ($SD=22.0$; median=0), interquartile range=0–1).

Club participation was less common, with 18.3% of members belonging to 1 or more clubs (median=0.53, $SD=2.7$). After adjustment for age, gender, and education, new users of community were negatively correlated with active smoking, including *Trenco's* (beta=-0.001, $SE=0.001$, $t=-2.018$, $P=.043$), *Quint* (beta=-0.001, $SE=0.001$, $t=-2.018$, $P=.043$), and *Quint* (beta=-0.001, $SE=0.001$, $t=-2.018$, $P=.043$). However, when an ego's degree was limited to users to consider the correlation revealed, showing a positive correlation between number of contacts and active smoking for both *Quint* ($t=2.018$, $P=.043$) and *Quint* ($t=2.018$, $P=.043$).

Characteristics of Strongly Connected and Densely Connected Core

We removed the nodes for users having no links to other users and points (as some connected only to 1 other user) immediately from the strongly connected core, yielding a smaller core of 4,007 individuals, and from the densely connected core, yielding a very dense sub-network of 554 participants. Characteristics of the groups are presented in Table 1. We conducted statistical comparisons between unique members of each of the subgroups and the residual members of the weekly connected core.

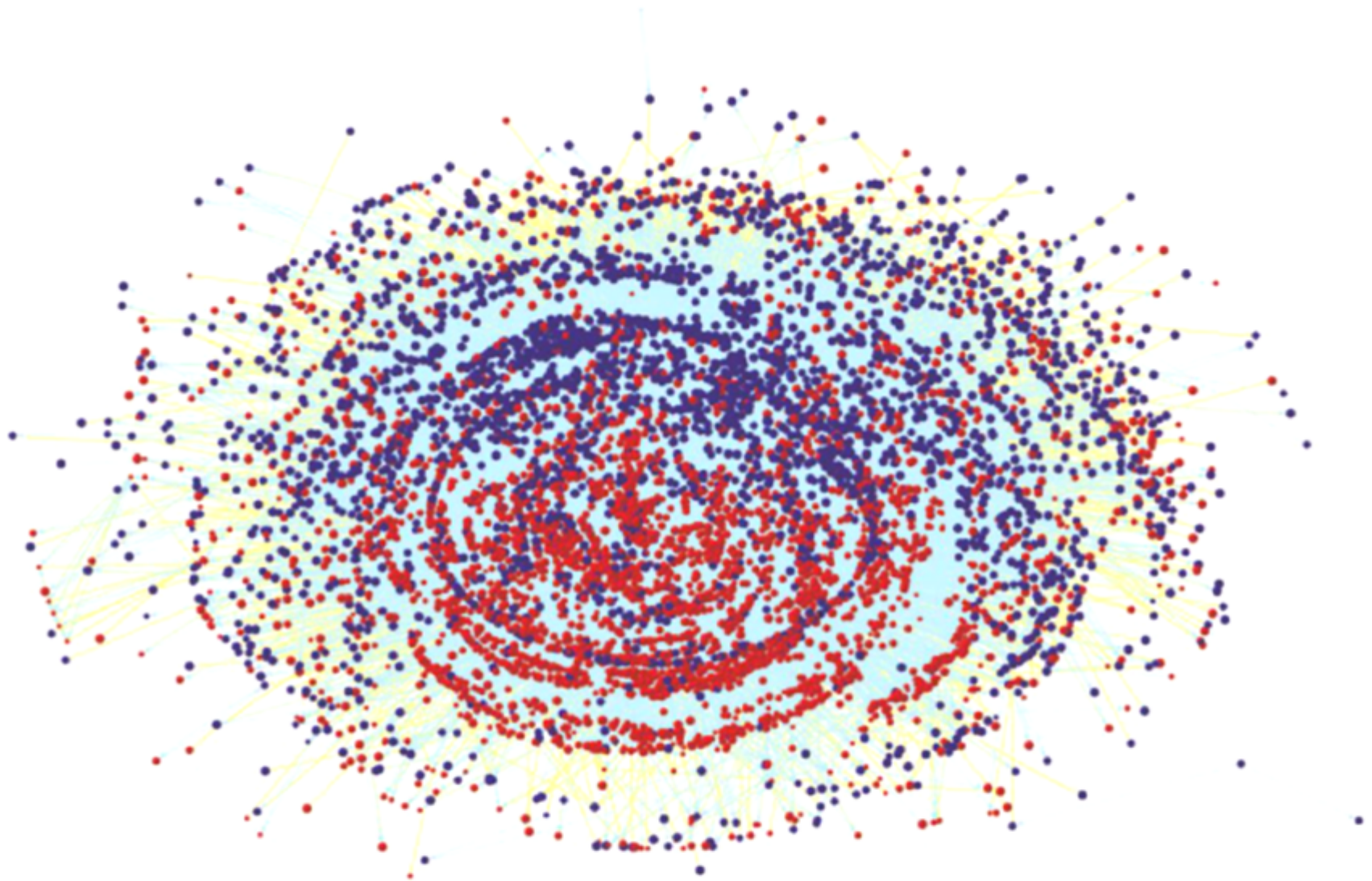
When compared with the residual members of the weekly connected core, members of the strongly connected and densely connected cores were increasingly likely to be female (for strongly connected core, 71.2% vs 72.0%, $t^2=1.27$, $P=.243$; for densely connected core, 71.2% vs 70.5%, $t^2=12.73$, $P<.001$), older (for strongly connected core, 40.50 vs 43.3 years; 2-sample t test=14.41, $d=7.987$, $P<.001$; for densely connected core, 41.34 vs 48.5 years; 2-sample t test=4.46, $d=7.507$, $P<.001$), and abstinent during the observation period (for strongly connected core, 33.8% vs 34.7%, $t^2=363.43$, $P<.001$; for densely

connected core, 44.2% vs 61.7%, $t^2=63.77$, $P<.001$). They were also significantly more active (for strongly connected core, 8 vs 17 logins; t score=-30.58, $P<.001$; for densely connected core, 8 vs 127.5 logins; t score=-10.58, $P<.001$) and more likely to have been into smokers for more than a year (for strongly connected core, 23.0% vs 45.9%, $t^2=486.16$, $P<.001$; for densely connected core, 37.8% vs 37.4%, $t^2=63.82$, $P<.001$) compared with residual members of the weekly connected core.

Characteristics of Subgroups

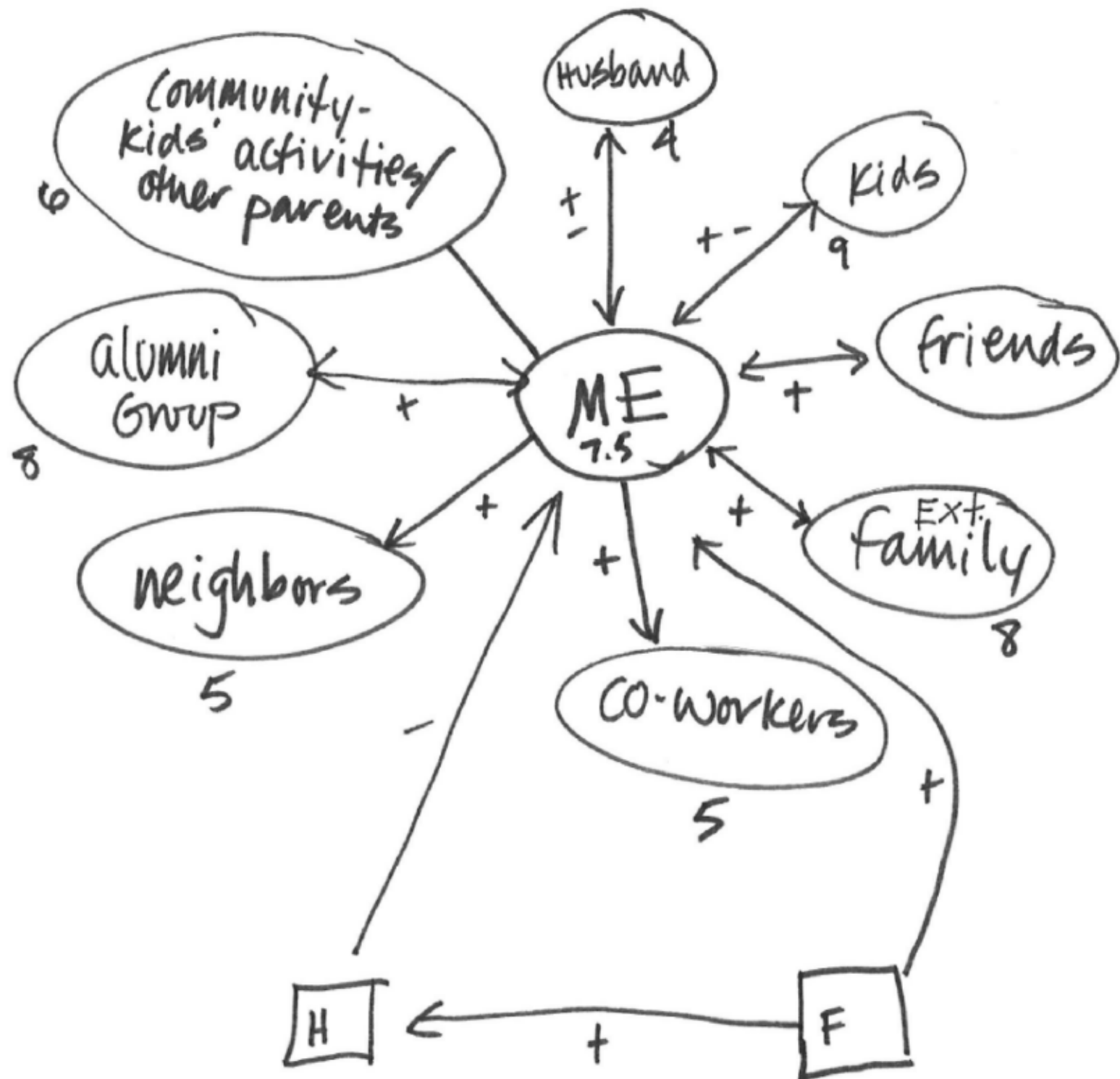
We delineated multiple, repeated key player groups of varying sizes, along with their corresponding reach into the network, according to their overall link. Increasing group size only marginally increased reach beyond size of 20 users (Figure 3, available as a supplement to the online version of this article at [http://www.aphip.org](#)). Key player groups larger than 20 members were still only able to reach approximately 64% of the network in 2.5 days. As with the other characteristics, when compared with the residual weekly connected core, these individuals were more likely to be female (80.0% vs 71.9%, $t^2=1.23$; $P=.214$) and older (48.5 vs 42.3 years; 2-sample t test=4.40, $d=7.507$, $P<.001$).

In the first 4 weeks of the study, 792 active smokers registered and were designated as ego (newcomers). Participants who were already registered on the site before the study began and who returned and formed links through *Quint* (or *Quint* messages) to new members were identified as integrators ($n=750$). Newcomers were slightly younger than were the residual weekly connected core members (58.9 vs 42.7 years; 2-sample t test=-9.05, $d=7.987$, $P<.001$) and slightly more likely to be female (74.0% vs 72.0%, $t^2=1.00$, $P=.318$). Compared with the residual weekly connected core, integrators were more likely to be female (70.0% vs 71.9%, $t^2=0.00$, $P=.931$) and older (43.1 vs 42.0 years; 2-sample t test=7.22, $d=7.507$, $P<.001$) (*Figure 3C*, available as a supplement to the online version of this article at [http://www.aphip.org](#), shows a plot of graphed, lower-resolution deconstructing the integration process).

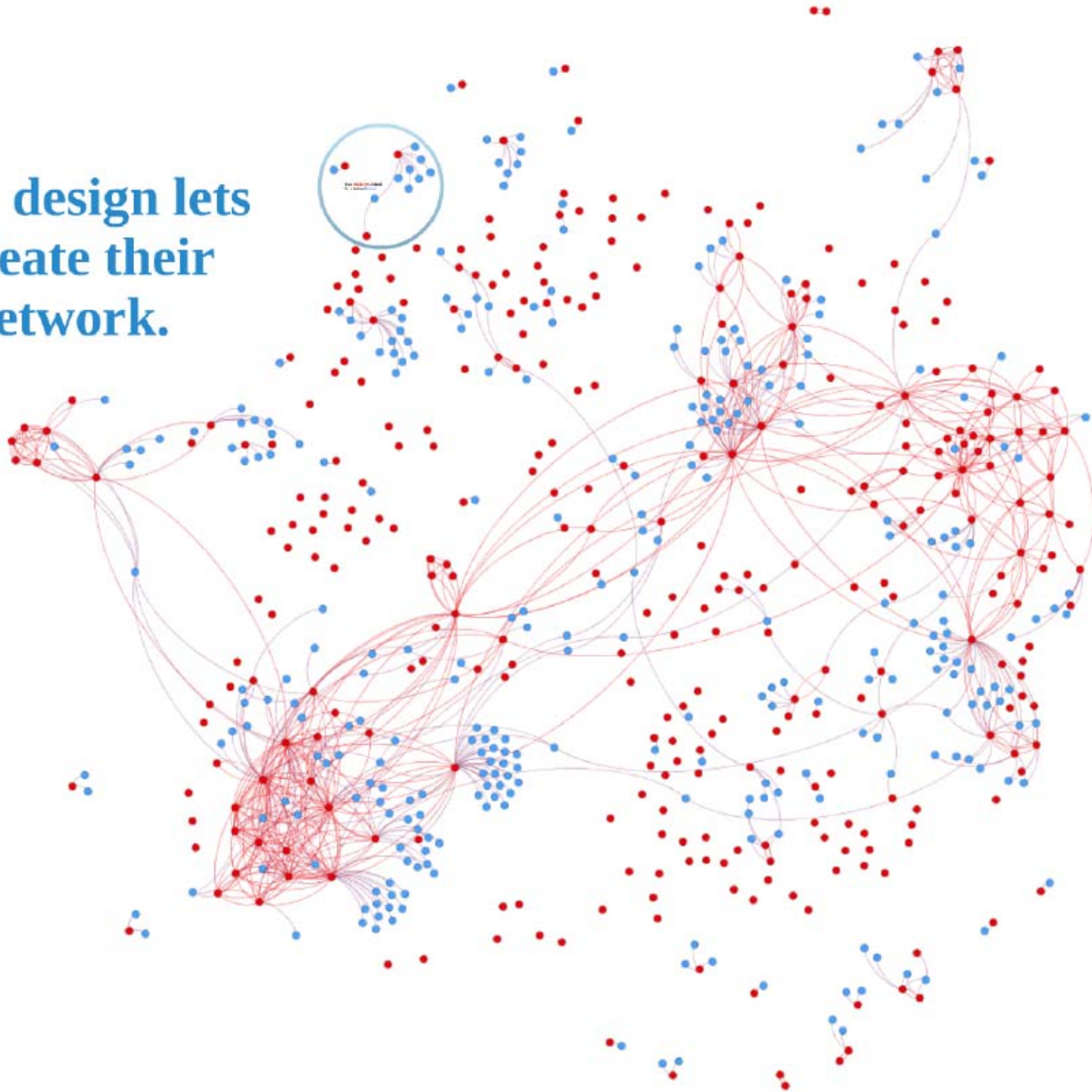


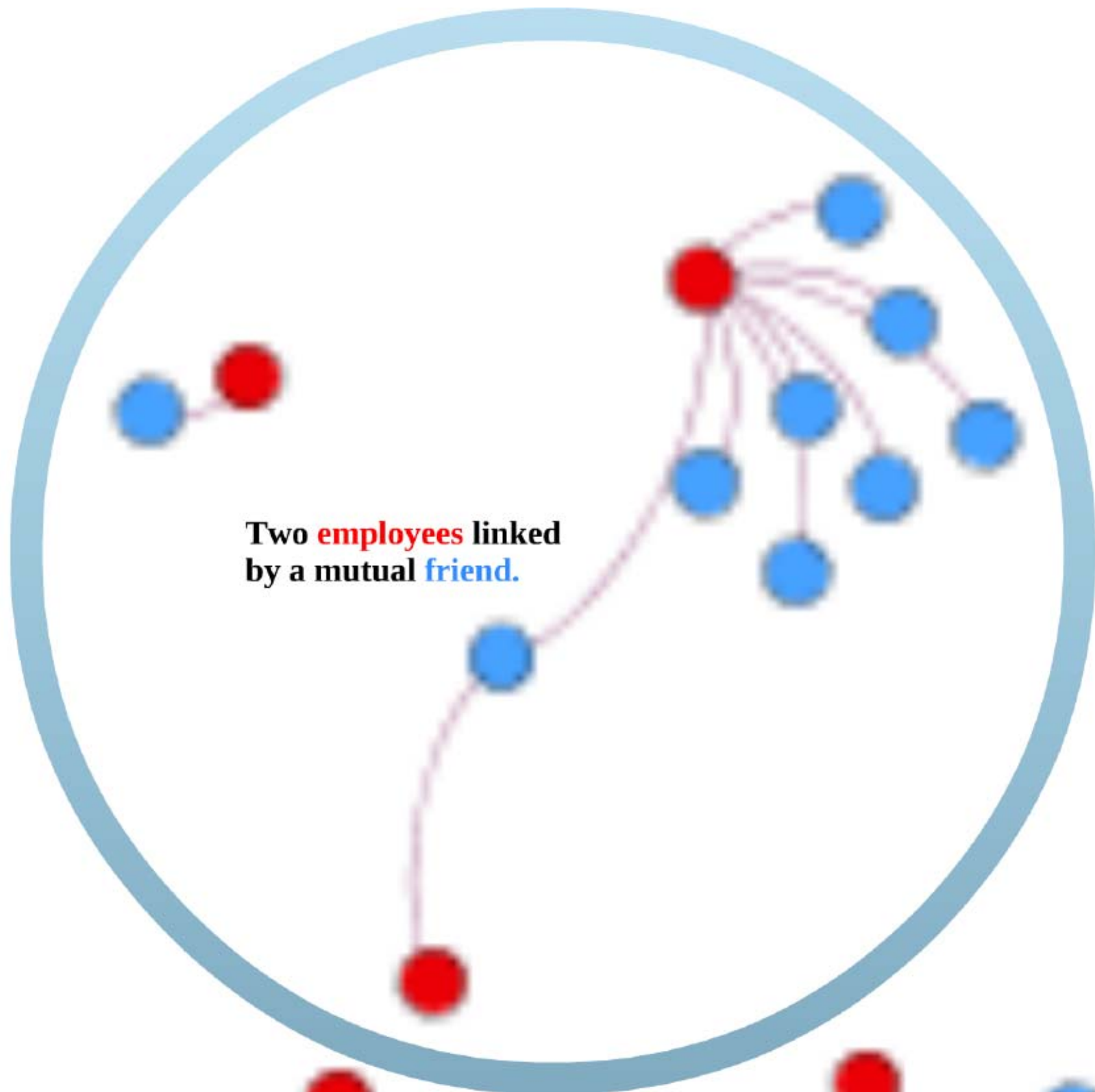
Note. Red dots indicate individuals presumed to be smoking and blue dots indicate abstinent members; the size of the dot is proportional to the time since joining the network. Blue lines connect buddies and yellow lines represent communications in Qmail, the Web site's internal, private messaging system.

FIGURE 1—Weakly connected core of the QuitNet network plotted with a spring-embedded algorithm: March 1, 2007–April 30, 2007.



**"Open Social" design lets
each person create their
own support network.**





Game Thinking

While playing, people want to...

Explore ...learn, discover

Achieve ...progress, advance

Socialize ...share, bond, compare

Compete ...win, dominate others

Cooperate ...be a part of something



TM players average 22 hours per week

Richard Bartle on Gamer Psychology



© 2004 Blackwell Publishing Ltd, *Journal of Internal Medicine* 255: 105–114

A game is a journey.



From 'Gamestorming' by Dave Gray

While playing, people want to...

Explore ...learn, discover

Achieve ...progress, advance

Socialize ...share, bond, compare

Compete ...win, dominate others

Cooperate ...be a part of something

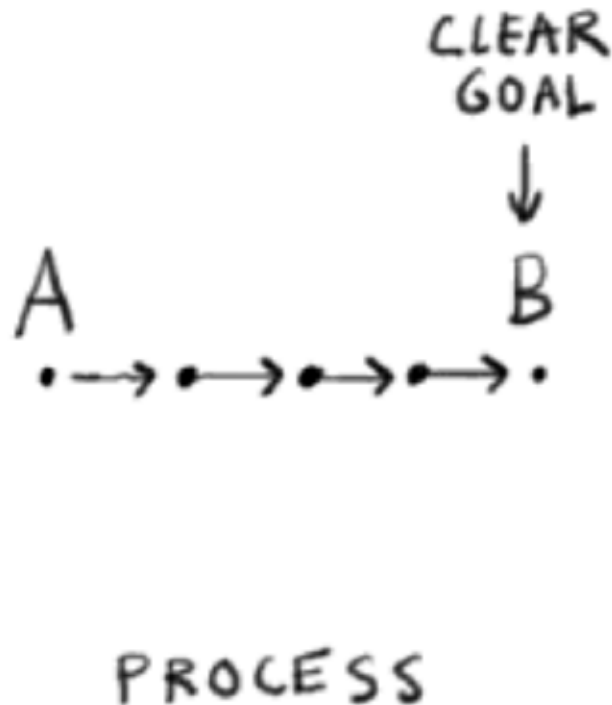


MM players average 22 hours per week

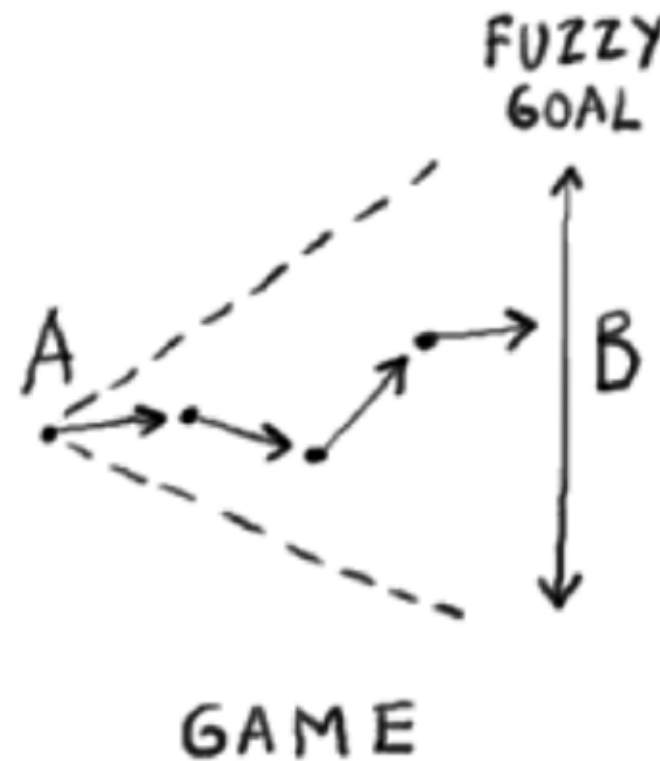
Richard Bartle on Gamer Psychology

A game is a journey.

Transactions



Experiences



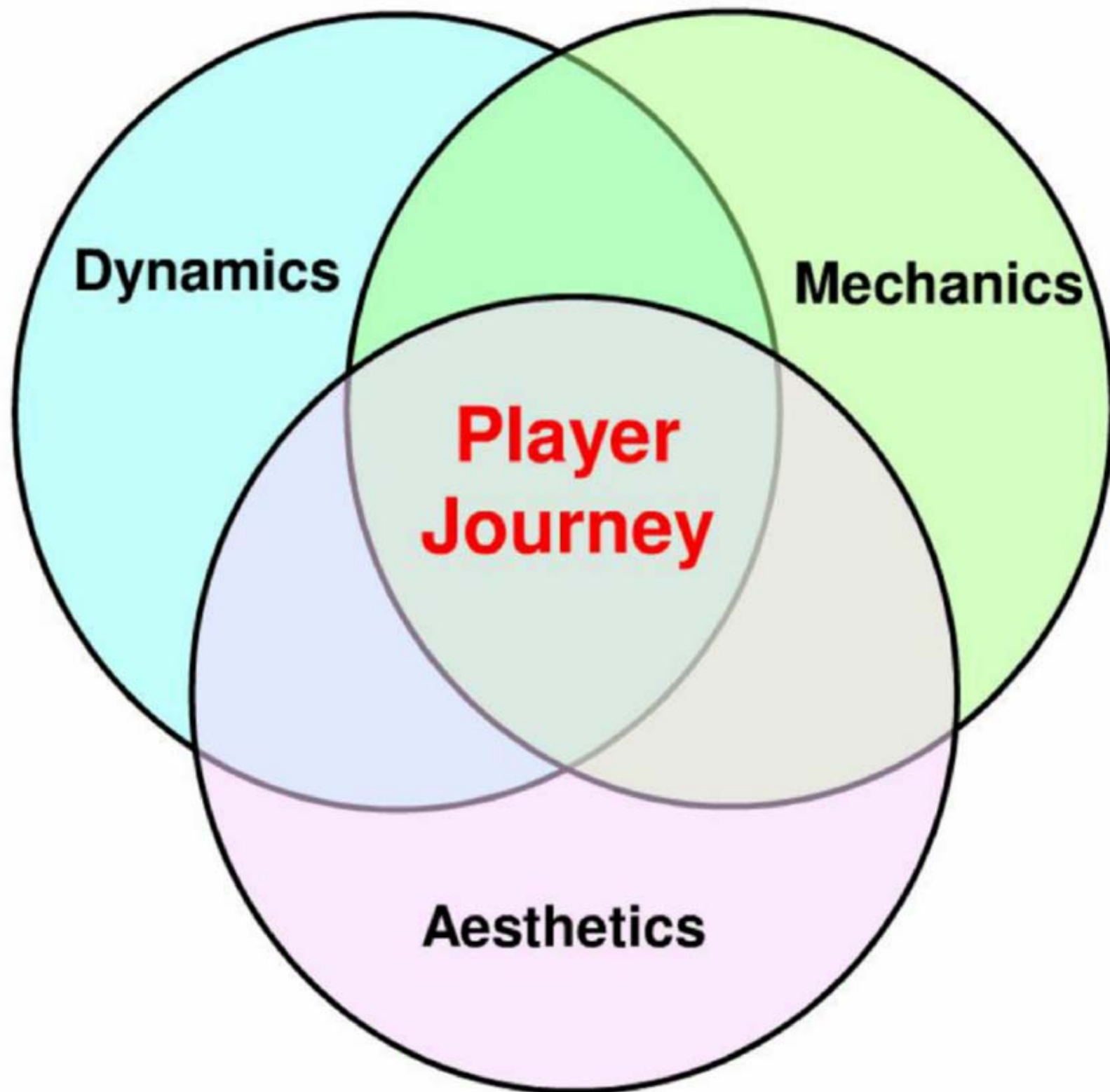
Well-being is an endless journey in which the achievement and maintenance of the positive state are the ultimate objectives.

From "Gamestorming" by Dave Gray

FUZZY GOAL

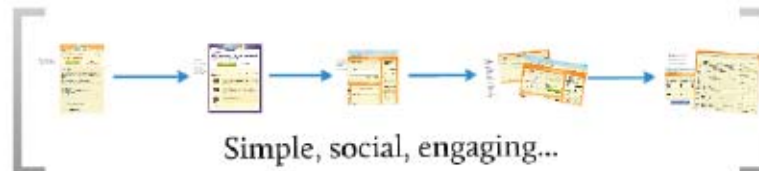


Well-being is an endless journey in which the achievement and maintenance of the positive state are the ultimate objectives.



Daily Challenge

>250,000
enrolled

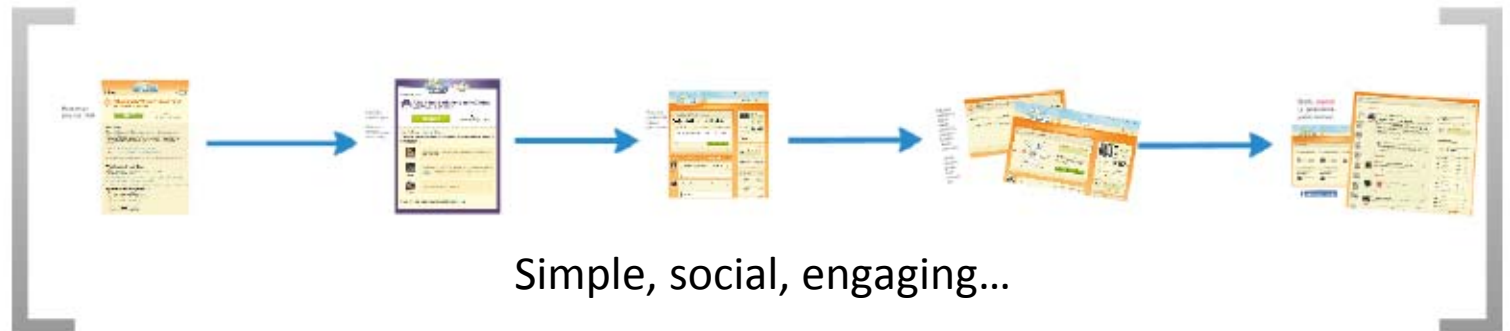


Simple, social, engaging...



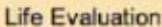
>250,000
enrolled

The screenshot shows the homepage of the 'Daily Challenge' website. At the top, there's a blue header with the 'Daily CHALLENGE' logo in a stylized font, and a 'me4you Health' logo. To the right, it says 'Already have an account? Sign in'. The main content area has an orange background. On the left, it says 'Improved well-being. Delivered daily.' followed by 'We send you a challenge every day. You do it and mark it as Done. Share with friends and family. Simple!' and a 'Learn more...' link. On the right, there are three sections: 'Easy signup' with a cursor icon and text 'One click using Facebook.', 'We'll send you challenges' with an envelope icon and text 'Something small you can do to help your health and well-being.', and 'Share' with a group of people icon and text 'Complete the challenge and share with friends!'. At the bottom, there's a testimonial from Chandra T., a 'Daily Challenge member', who says 'The Daily Challenge has been very helpful in suggesting small positive changes to my everyday life. I enjoy how simple, yet effective, each challenge has been.' Next to the testimonial is a large green button that says 'Yes, Sign Me Up'. Below the button, it says 'Connect with Facebook to join FOR FREE.' with a Facebook logo.



Simple, social, engaging...

Receive an
email at 7AM



**Ask a friend or relative to name 2 things you're really good at.**

Done!

Pass
I'd prefer not to do today's challenge.

How to do it
Get a fresh view of yourself by asking a trusted friend or family member to name two of your strengths or talents. Listen but don't react. Take note of the two things named, and write them down. Think of an activity that could build on each of them. For example: If a friend says you have a knack for drawing, think about how you could develop that talent further by taking an art class in the evening or on the weekends.

 Find out what this has to do with your well-being.

 See how other people have completed this challenge.

Remember to click the **DONE** button before this time tomorrow (7:00 AM) to get full credit (and points!)

What happened yesterday...

 Congratulations! You completed yesterday's challenge.
[Share a breakfast idea.](#)

Chad D., Trapper M., Bill S., Erin M., Sean L., Nathan C., Jake B., Steve R., Dakota B., Dan C., and Stephen S. completed this challenge.

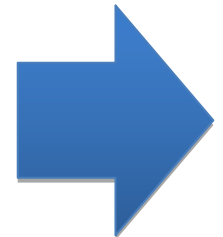
My accomplishments yesterday...

 Your post generated [2 comments](#)

 You earned the "Smile Catcher" stamp.

 You earned the "Plunk" stamp.

You earned 170 points



Life Evaluation



**Ask a friend or relative to name 2 things
you're really good at.**

Done!

Pass

I'd prefer not to do today's challenge.

View the details of [today's challenge](#)

**Your personal connections who have completed today's
challenge...**



Stephen S.

Asked a friend, and got a different response then I thought I would,
so that was fun.



Erin M.

Well, I asked my husband to respond. Here is his answer: You are
very good at focusing on something while blocking out... [read
more...](#)



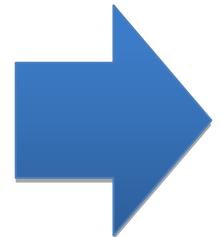
Sean L.

I asked my wife what I was good at.

Nathan C. and Jake B. also completed [this challenge](#).

Reminder
email at 4pm.

Click the
DONE button
when ready.



Share how
you did it &
support
your friends.

Welcome, Chris Help Settings Sign out

Home Profile Messages Connections

Daily CHALLENGE

by me4u

How did you do it?

Share how you completed today's challenge with others

Take the salt shaker off your kitchen table.

Why it matters

How I did it

Post to: Only my personal connections Everyone

Keep the salt on the counter next to the stove. I rarely salt things, and NEVER have it on the table!

☐ Post to my Facebook wall.

SHARE

Skip >>

Here's how we did it!

SHOW: Everyone 1995 My connections 3

 Tamar B.
Level 6:
Sprouting

Don't have one on the table. I rarely use it & if so its sea salt which is better for you :)

1

2 minutes ago

 reply here

 Steph S.
Level 2:
Ranking

I actually don't like salt so it is never in plain sight!

0

2 minutes ago

 reply here

 **Chris C.**

Challenges **149**

Posts **TODAY**

Smiles **TODAY**

Replies **TODAY**

MY POINTS 28736

MY STAMPS

You have 26 of 47
<< See all

LEVEL 42:
Leafing

My Well-Being Tracker Private

85

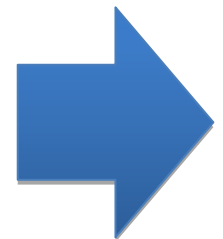
Last updated 5 days ago.

90 80 75 100 66 100

Explore my well-being score >>

My Connections See activity

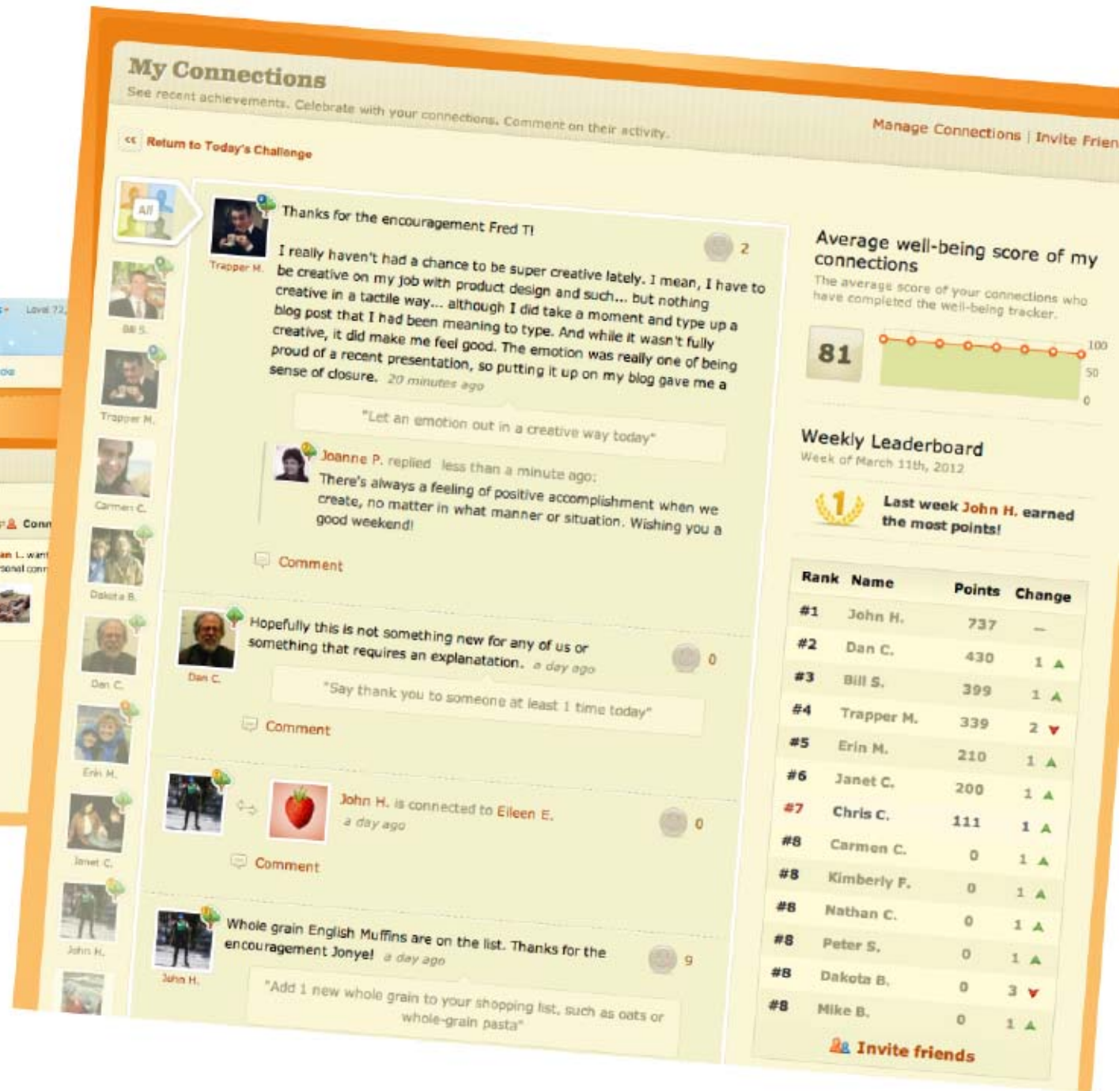
	Responded
✓ Dakota B.	~9 hours ago
✓ Bill S.	~9 hours ago
✓ Trapper M.	~8 hours ago
✓ Nathan C.	~2 hours ago
○ Carmen C.	Encourage
○ Chris C.	
○ Dan C.	Encourage
○ Erin M.	Encourage



Get your well-being score, track it over time, compare to your social network's.



Invite **anyone**
to join you in
your journey.





...and mobile!!

Challenge Tracks

Quick Cardio

[Return to Workouts](#)

Quick Cardio

Get your heart pumping and get in on the fun! These challenges bring a quick burst of activity to your day, and you don't need to be in shape to do them. The cardio exercise moves provide a discussion and strategy topic -- and give the rest of you a quick workout, too. More: All of the exercises in this track will raise your heart rate and make you breathe harder. If it's not safe for you to do this kind of exercise, don't try it at home. If you are doing a challenge and you have pain or trouble breathing, stop and call your doctor.

LOCKED

123 MEMBERS

[Unlock Track](#)

Sample Challenges

Get an all-over workout by flying like Superman on the ground for 30 seconds.

Take a 30-minute walk and vary your speed as you go.

Hide the remote control! Get up to change the channels or adjust the volume on your TV today.

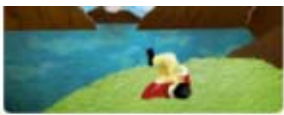
Members who recently started Quick Cardio

Total: 221

[Return to Workouts](#)

- A Track has 28 days of challenges following a specific well-being topic.
- 40 Tracks so far covering every domain of well-being.

[illegible]



This track is all about the daily practice and habits you make. Challenges will help you reflect on what matters to you, live with gratitude, and take steps to become more fulfilled. [Learn more...](#)



Use your financial smarts to make the most of your earnings. These challenges will help you make sense of your finances, with simple ways to save each day, create financial goals, and get the most out of your money. [Learn more...](#)



Fit at Work

Just because you're at work doesn't mean you can't get active! This track features fun, easy exercise challenges that you can do right at your desk or while on your break. Each challenge takes less than three minutes, and all are done while sitting or standing. [Learn more...](#)



Natural Living

Want a more natural way of life? Try this track and learn how to limit your everyday exposure to potentially dangerous chemicals in our air, our food, and the cleaning and beauty products we use. [Learn more...](#)



Flexibility and Posture

You don't have to be athletic or limber to do these challenges — just want to have a body that's flexible, strong, and injury-free! These challenges will gently stretch different muscle groups, improve your posture, and increase your sense of balance. [Learn more...](#)



Pleasant Pauses

Take some time that's just for you! The challenges in this track will make you smile, inspire creativity, and encourage a few moments of good old-fashioned fun. [Learn more...](#)



Happy Tummy

Be kind to your belly! Try this track and learn simple ways to prevent and tame everyday tummy troubles like indigestion, heartburn, and bloating. [Learn more...](#)



Produce Boost

It's time to break out of your apple-a-day rut and start getting the most out of produce! Explore these challenges and learn fun, new ways to buy, prepare, and incorporate more fruits and vegetables into your day. [Learn more...](#)



Living Mindfully

Ready, set, breathe! This track offers easy ways to live in the present, enjoy a moment of calm, listen to your inner voice, and use yoga and meditation to enhance the connection between mind and body. [Learn more...](#)



Quick Cardio

It's time to get your heart thumping and your blood pumping! The challenges in this track offer fun ways to get in a quick, healthy dose of aerobic exercise — no equipment or special skills required. [Learn more...](#)



Mindful Meals

Do you ever stop and think about why you eat the food you do? These challenges give you a closer look at what influences



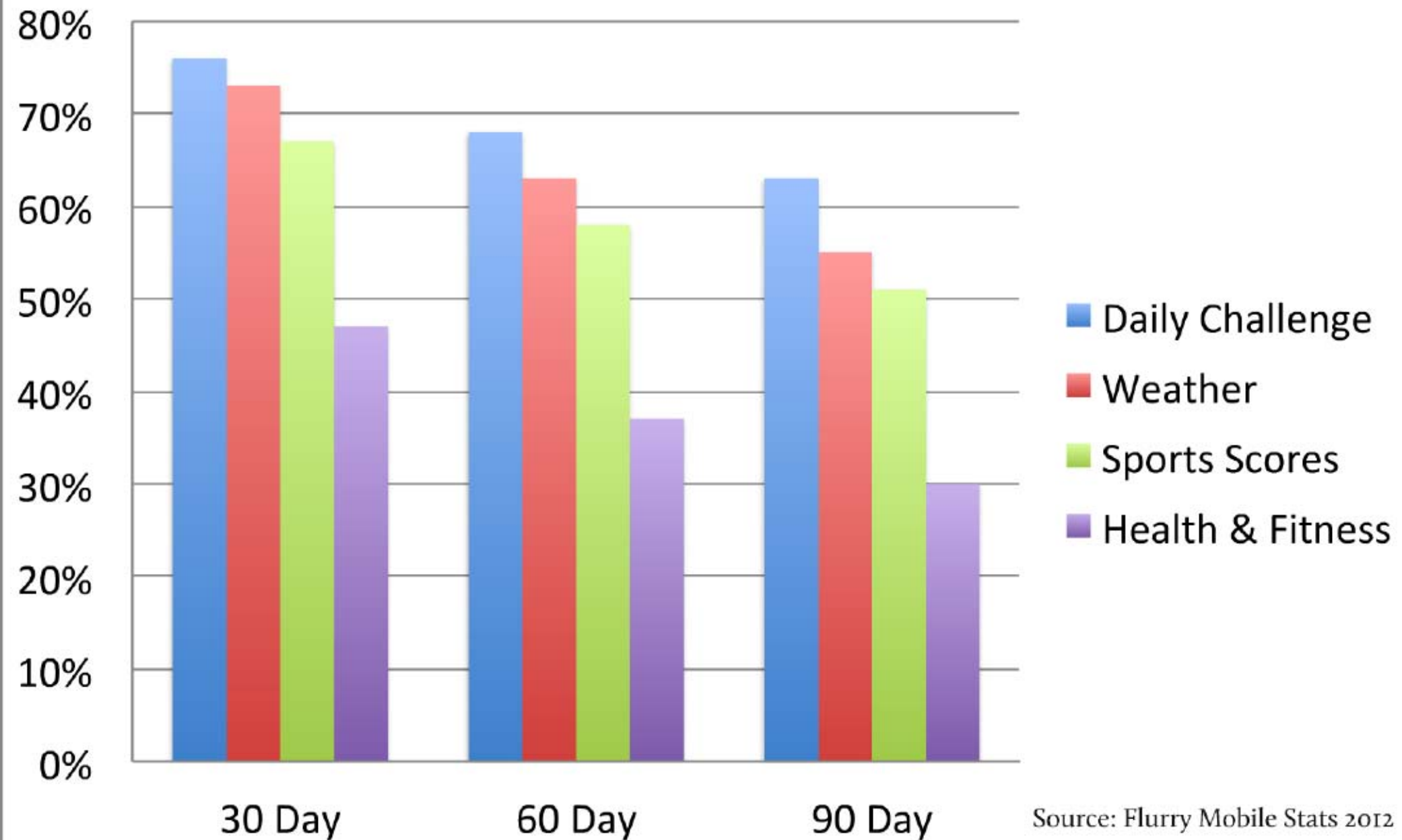
Rich Relationships

Family, friends, neighbors, co-workers — we all have so many relationships to navigate. Keep those bonds strong and

How engaging? **Very!!!**



Return Engagement -- Comparison Stats



Testimonials

17,940 people have left 144,951 comments
90% say doing challenges helps their well-being

"This web site is a wonderful idea ... I am making this my very own life coach! Thank you!"

"I have posted daily since the day I joined 700 days ago and it is part of my life."

"This website is so very helpful. This touches on every aspect of life. Mind and body. Good stuff!"



**Daily
CHALLENGE**



completed a
challenge

from **me4u**

MeYouHealth, LLC is a Healthways, Inc. company



Someone smiled
at this post



Daily Challenge sponsored by THR

- Sponsored site benefits:
 - Improves population well-being.
 - Promotes creation of dense social networks critical to sustained behavior change.
 - Ties brand to the Daily Challenge experience and promotes other programs.
 - Real-time reports provide rich insights.



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Texas Health Resources



Subscribe

Featured

Browse videos

Share



More info



0:00 / 0:32



Challenge Yourself Every Day for Greater Well-Being -- Texas Health Resources v2

by TexasHealthResources 4 days ago

42 views



See what others are doing and how it's helping. 

Daily Challenge

Dimensions of Well-Being

Get Connected

Healthways

Advance Your Personal Well-Being

[CLICK TO ENROLL NOW](#)

Sign up and each day we'll send a challenge to your email. Simple as that.



Success Stories

Small Steps Pay Off

Share on:   



At Texas Health Resources, we believe taking care of your well-being will help you be healthier and happier. Let us help you make well-being a priority and part of your everyday life. [see all videos](#)



Charlie Barbara Melissa Dr. Robert

Well-Being News

[see all](#)

Healthways CEO on Why Employers Should Value Wellness More Than Health Costs

Give Yourself the Gift of a Healthy Holiday Season

Texas Health Research & Education Institute Launches Virtual Learning Game on Women and Depression

N.E.A.T. program strengthens bonds between women with cancer.



Already have an account? [Sign in](#)

**BRINGING WELL-BEING INTO YOUR DAILY LIFE,
ONE SMALL CHALLENGE AT A TIME**



TEXAS HEALTH RESOURCES, in collaboration with MeYou Health, is offering all North Texans free access to Daily Challenge. Advance your personal well-being by doing simple daily challenges and sharing the experience with family and friends!

READY, SET, GO

Sign up now. It's free!

The Daily Challenge promotes everyday well-being by encouraging small actions and fostering the socialities that drive meaningful change.



Welcome to the Texas Health Resources site!

Texas Health Resources is much more than just hospitals. We are a health care system offering services that cover the full continuum - from advanced medical care to programs that improve well-being and jump-start healthier behaviors.

[EXPLORE RESOURCES](#)

Here's where you can see how others within Texas Health Resources are doing their challenges. Click on a domain to learn more.

Average well-being score of Texas Health Resources



PHYSICAL HEALTH

63

WORK ENVIRONMENT

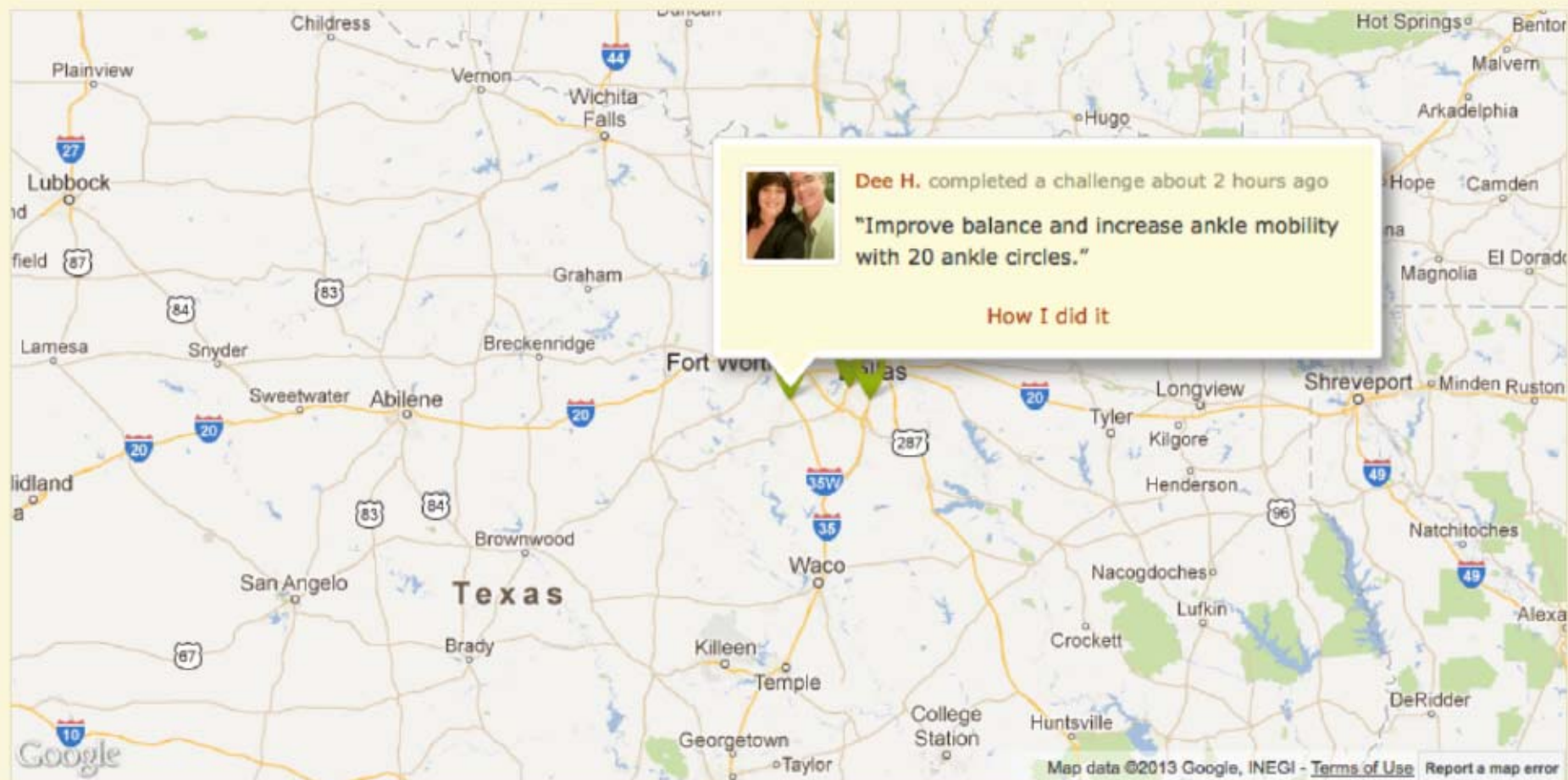
74

HEALTHY BEHAVIORS

47

● Texas Health Resources ● My connections' average

Recent activity



Smiles and How I Did Its

Shared in this area Today | All-time



994



77



Texas Health Resources®

Daily
CHALLENGE



3,232 Members to date

That's enough people to form three
battalions of well-being warriors.

Smiles

206,908

That's almost enough
smiles to give a
howdy to everyone
in Amarillo, Texas.



Comments & Replies

91,077

The value of all the notes
people shared if they'd been
sent by mail is \$4,189,542



89,147

Challenges completed

It would take one person about 244 years to do as many actions as team Texas Health.

Tracks

All Texas Health Resources members have keys to unlock this premium content and get targeted well-being support.



Most popular tracks to date:

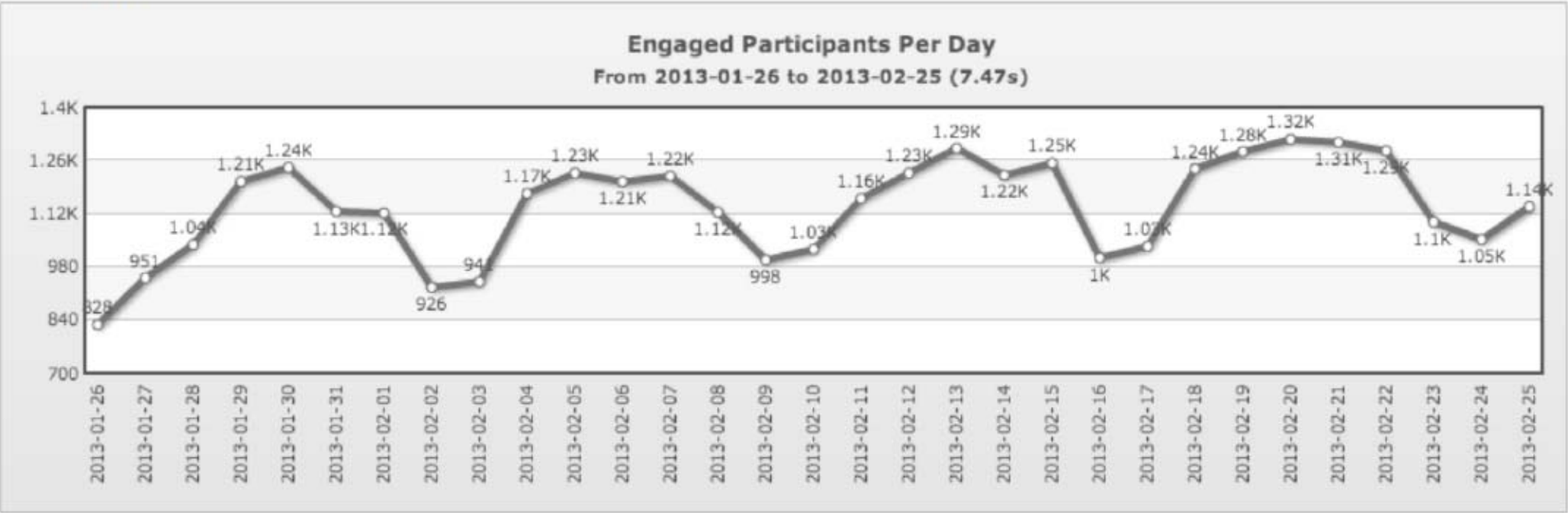
- Simple Yoga
- All-day Energy
- Conquering Clutter
- Active Life
- Flexibility and Posture



Take one small step today to improve your well-being with

Engaged Participants Per Day ⓘ

last 30 days



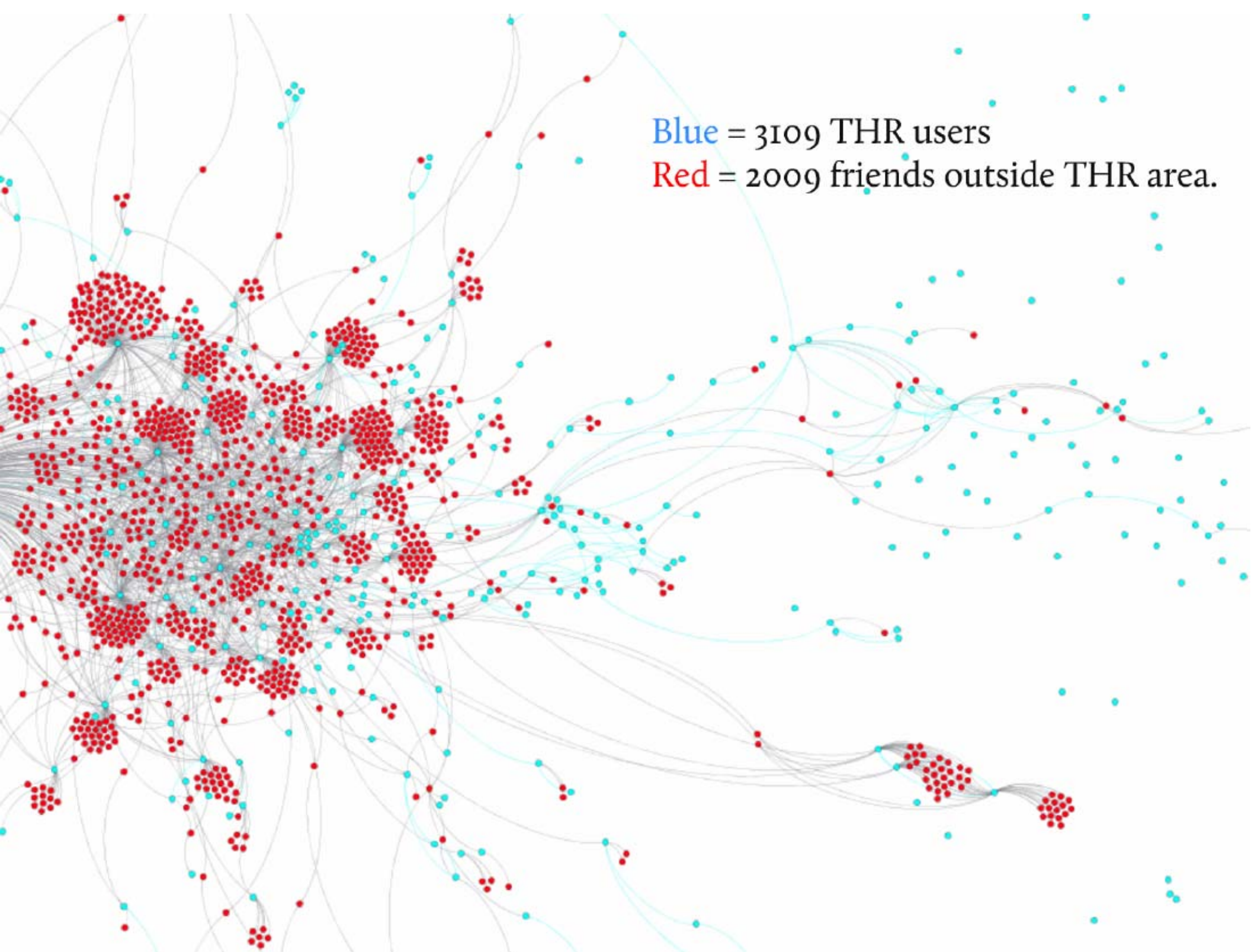
Return Engagement (LTD) ⓘ

2nd day	3-7 days	8-30 days	31-60 days	61-90 days	91+ days
95.2%	93.22%	90.09%	85.16%	79.34%	75.94%
3,310 of 3,477 Users	3,122 of 3,349 Users	2,463 of 2,734 Users	1,326 of 1,557 Users	845 of 1,065 Users	789 of 1,039 Users

WBT Averages ⓘ

Well-Being	Emotional Health	Physical Health	Work Environment	Health Behaviors	Basic Access	Life Evaluation
70.78	78.48	63.9	74.79	47.3	87.27	72.92

Blue = 3109 THR users
Red = 2009 friends outside THR area.



A fusion of product design & scientific research:

Study I - Social Influence as Driver of Engagement

[illegible]

Study II - Intelligent Invites

Public Health Administration and Practice	Public Health Practice
--	--



Study III - Social Nudges

J. Hootman, L. G. Thompson, and J. A. Thompson

But it is not all work and no play, as the text of the book suggests. The author also includes a chapter on the importance of the family in the life of the individual, and a chapter on the importance of the individual in the life of the family.



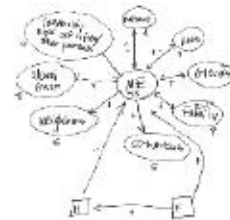
Study IV - Well-Being Intervention: Randomized Controlled Trial

* 71,000 people were entered into the system. (Health Service Research, 2004)

Full-body movement using WBA at day 0, 1, 2, and 4 days

noted and few points
on formal publication

The Power of MeYou

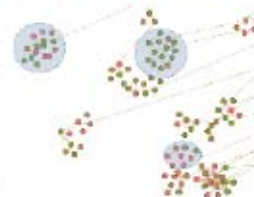


3000 • *Journal of Clinical Investigation*
 (2000) • Volume 105, Number 5, October
 ISSN: 0021-9744 (print); 1522-1466 (online)

Impacting Population Well-Being: the Network Intervention

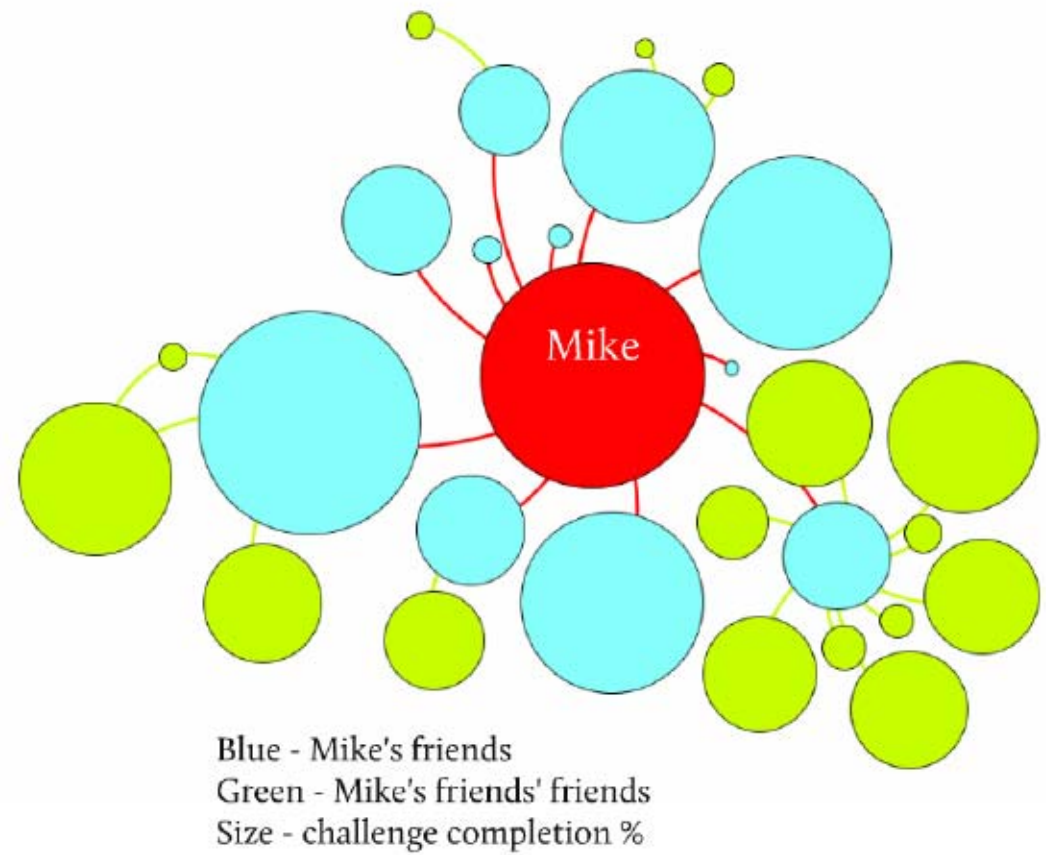
We know how
people are
connected to
each other - in
real time - and
expect to share
well being.

First stage:
Impersonal
bidding of
individuals,
classroom,
connected
classroom, whole
population.



The Local Graph of Wall-Strings





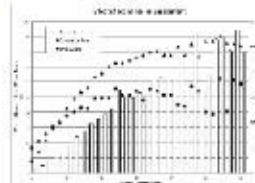
A fusion of product design & scientific research:



Study I - Social Influence as Driver of Engagement

Objective: to examine the relation between social ties and engagement with Daily Challenge.

Conclusions: Our initial findings are higher engagement in participants with social ties in the program and are consistent with the view that social influence can drive engagement in a web-based intervention.



Study II - Intelligent Invites

Objective: to promote the formation of social ties and stimulate viral growth in the web-based well-being intervention Daily Challenge.

Result: A randomized controlled study revealed that our intelligent selection algorithm performed 237% better than random recommendations. The intelligent algorithm increased the probability that a member agreed to send an invite, and appears to significantly improve the odds that an invite be accepted.

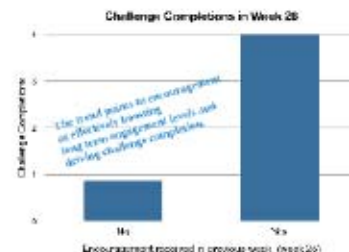
Promoting social diffusion



Study III - Social Nudges

Objective: To determine if a social nudge (namely, a friend's encouragement to re-engage in the program) would be effective in re-activating dormant participants.

Result: A randomized, controlled study found that social nudges are effective at getting inactive participants to open intervention emails, visit the program website, and complete challenges. The social nudge was significantly more effective than a non-social, system-generated nudge.



presented at Society for Behavioral Medicine 2012

Study IV - Well-Being Intervention: Randomized Controlled Trial

- 1502 people randomized into two groups: Daily Challenge vs. Control
- Well-being assessed using WBA at day = 0, 30 and 90 days

Submitted for peer reviewed publication



The leading eHealth journal

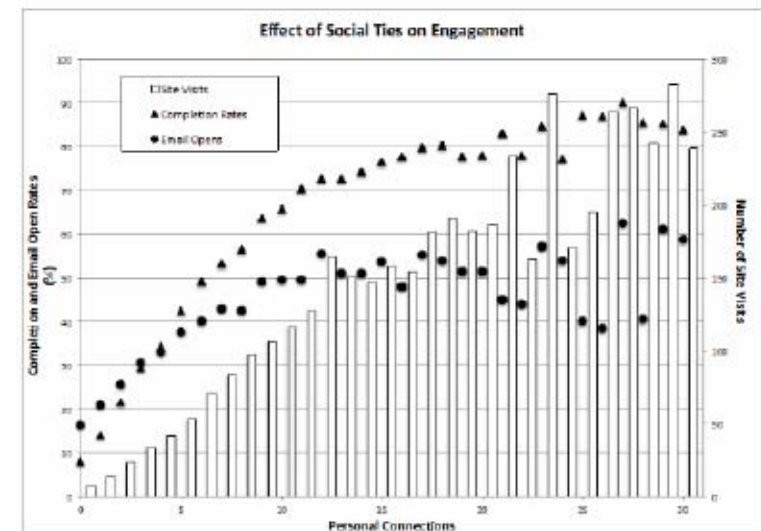
Journal of Medical Internet Research

The leading peer-reviewed journal for health and healthcare in the Internet age

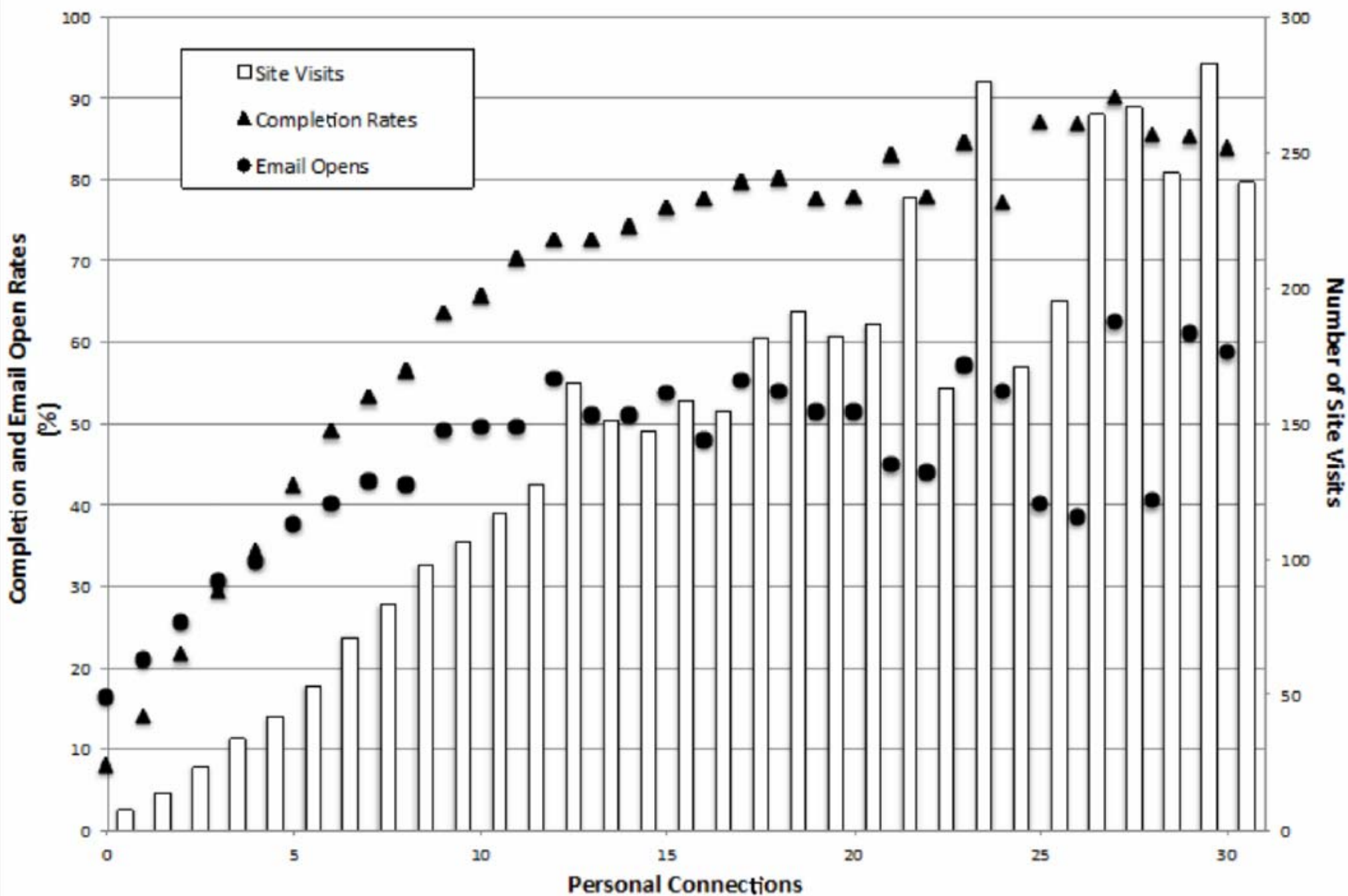
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Effect of Social Ties on Engagement

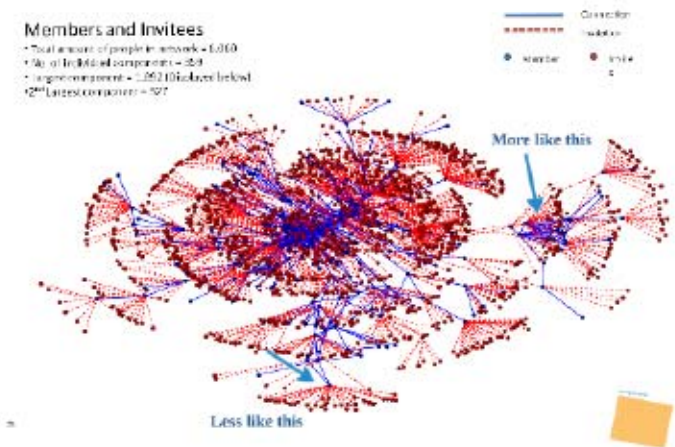


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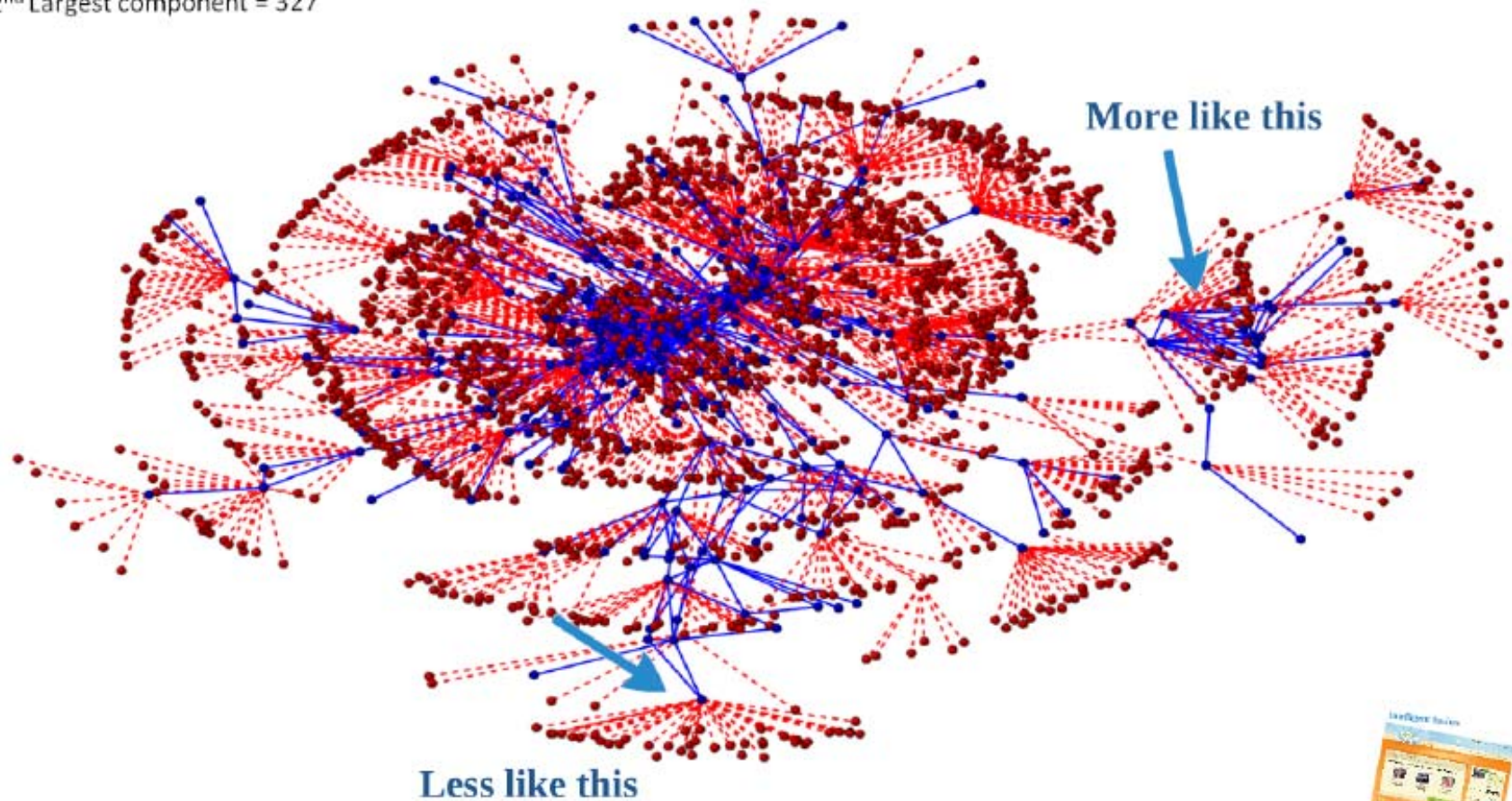
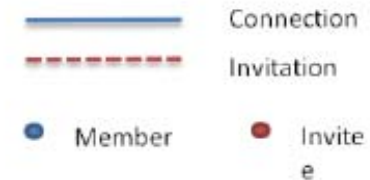
Promoting social diffusion

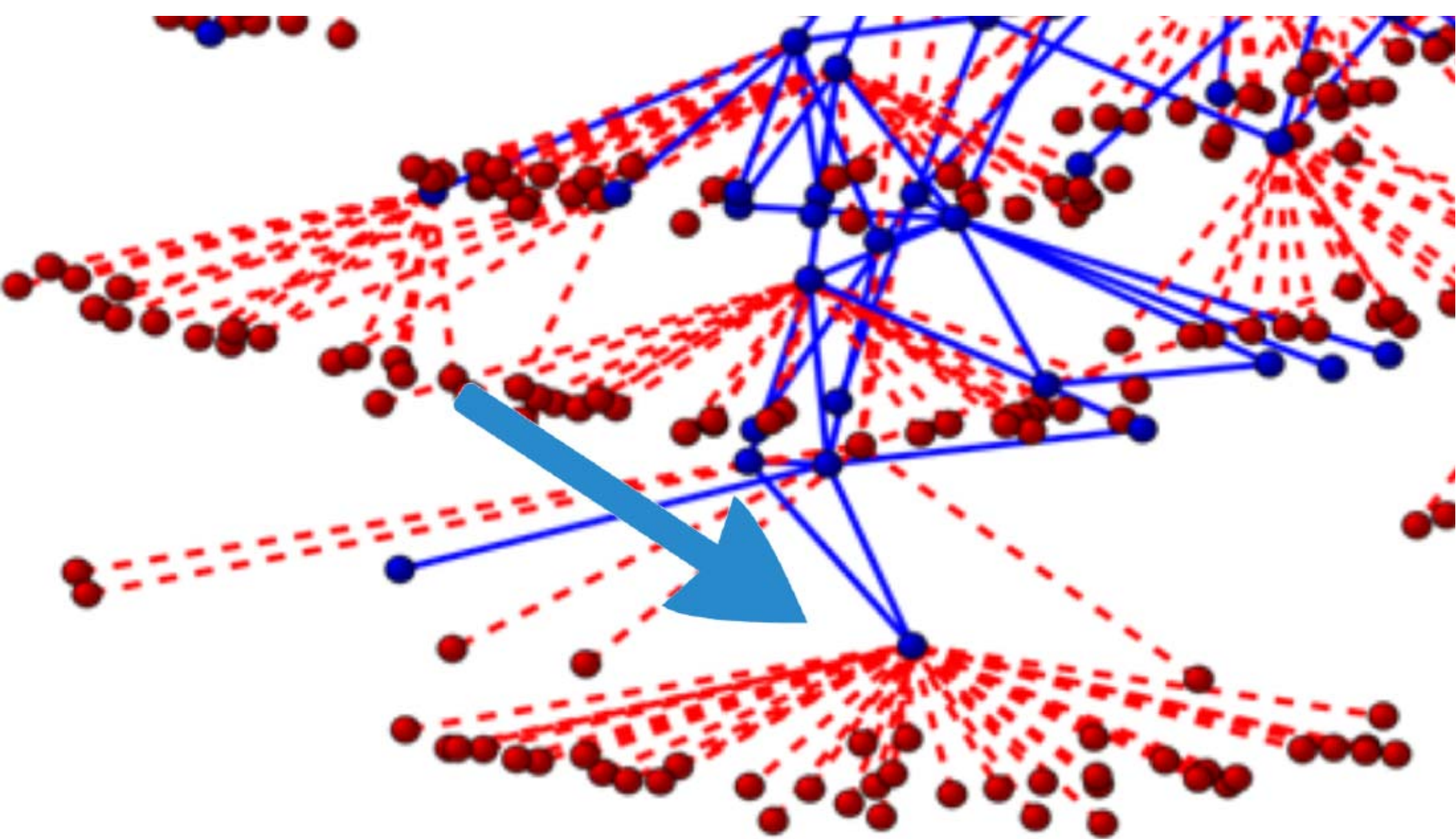


Promoting social diffusion

Members and Invitees

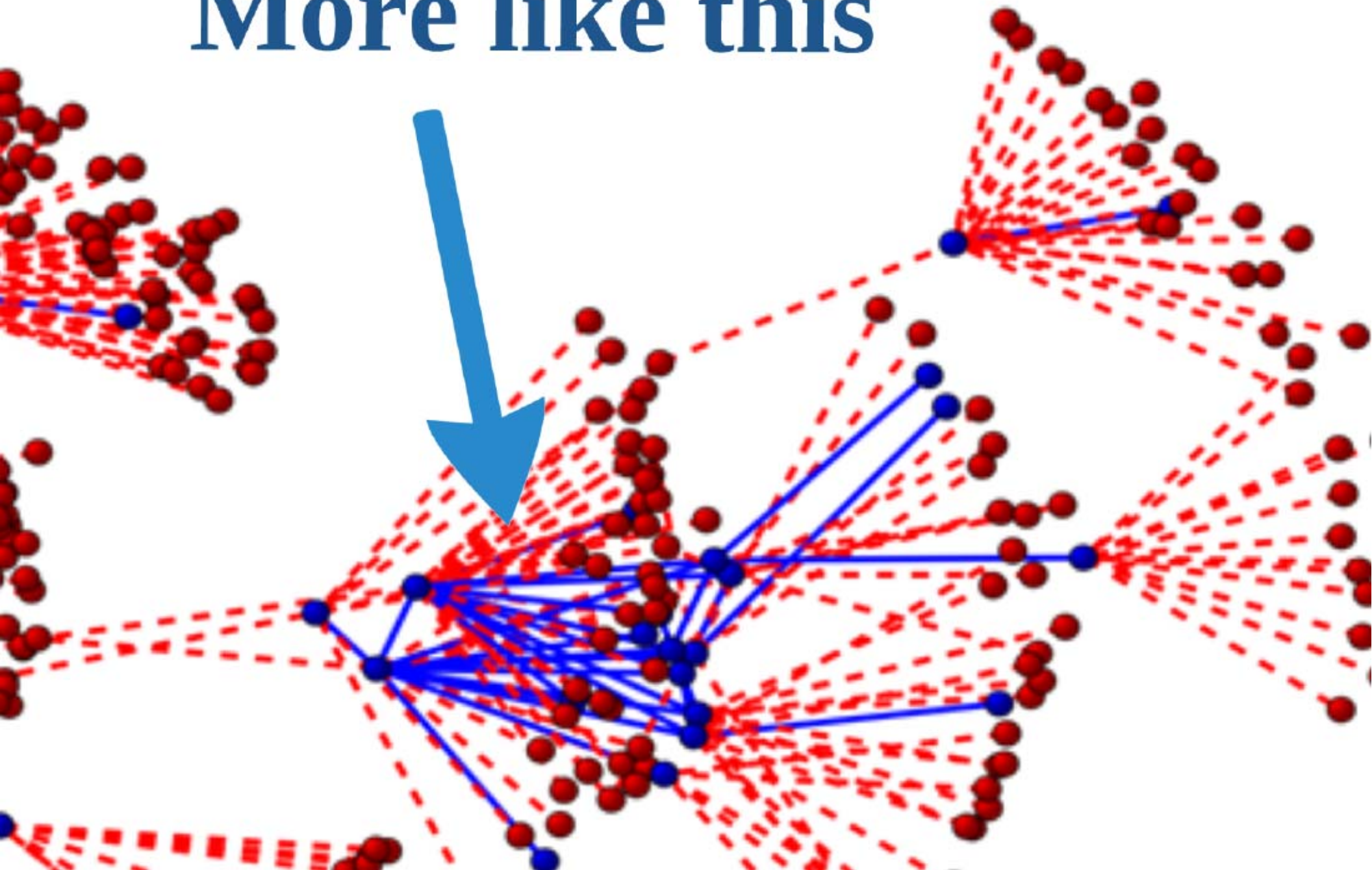
- Total amount of people in network = 6,060
- No. of individual components = 359
- Largest component = 1,892 (Displayed below)
- 2nd Largest component = 327





Less like this

More like this



Intelligent Invites

Welcome, Chris Help Settings ▾ Sign out

Home Profile Messages Connections

Invite a friend

People have better success and more fun if they do it with friends.

A few friends who might enjoy the Daily Challenge

Jackson Turner

Invite

Danielle Flores

Invite

Mason Edwards

✓ Invite sent!

NEXT

Here's how we did it!

SHOW: **Everyone 2001** My connections 4

We keep the salt on the counter next to the stove. I rarely salt things. and NEVER have it on the table!!

0

Chris C.

Challenges **149**

Posts **113**

Smiles TODAY

Replies TODAY

MY POINTS **29112**

MY STAMPS You have 26 of 47
« See all

LEVEL 42:
Leafing

My Well-Being Tracker

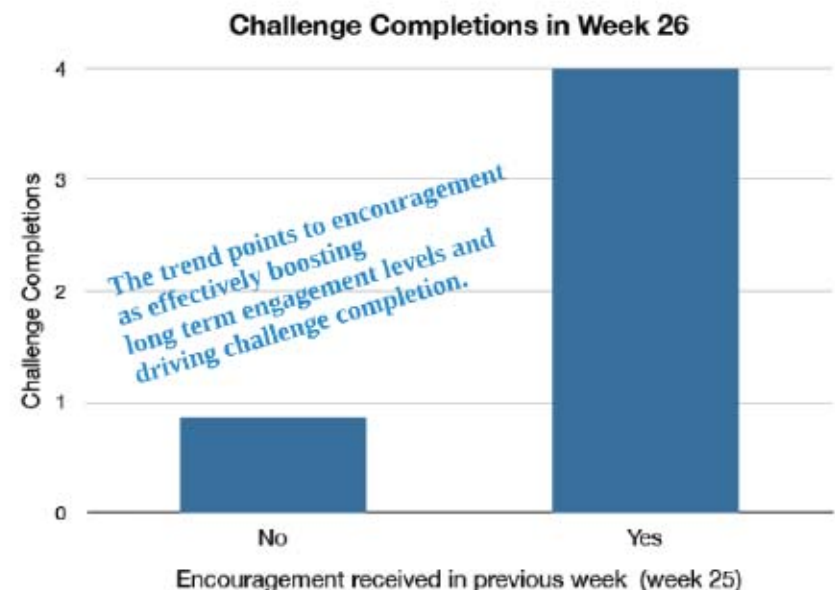
85

Last updated 5 days ago.

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presented at Society for
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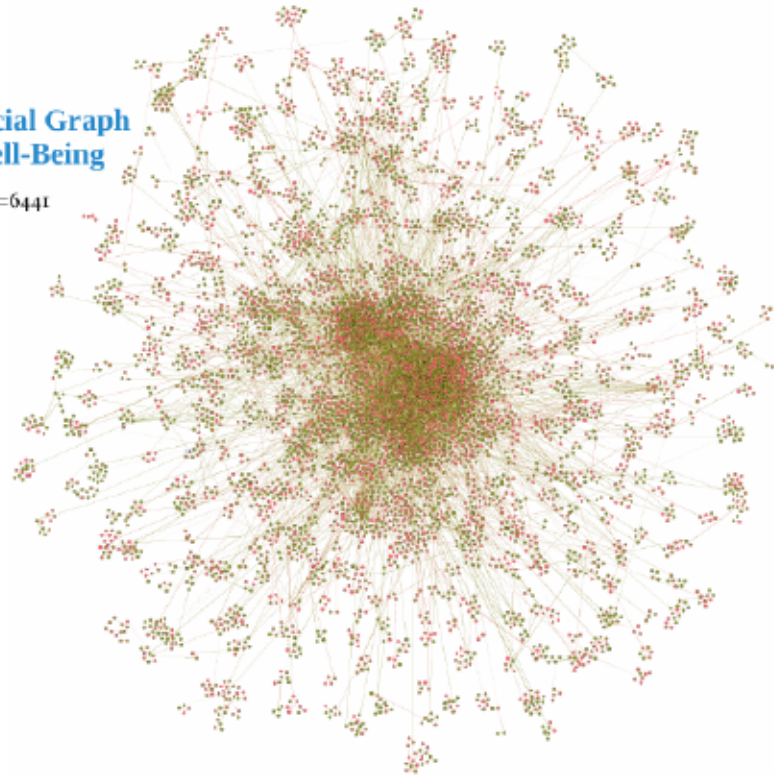
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*Submitted for peer
reviewed publication*

The Social Graph of Well-Being

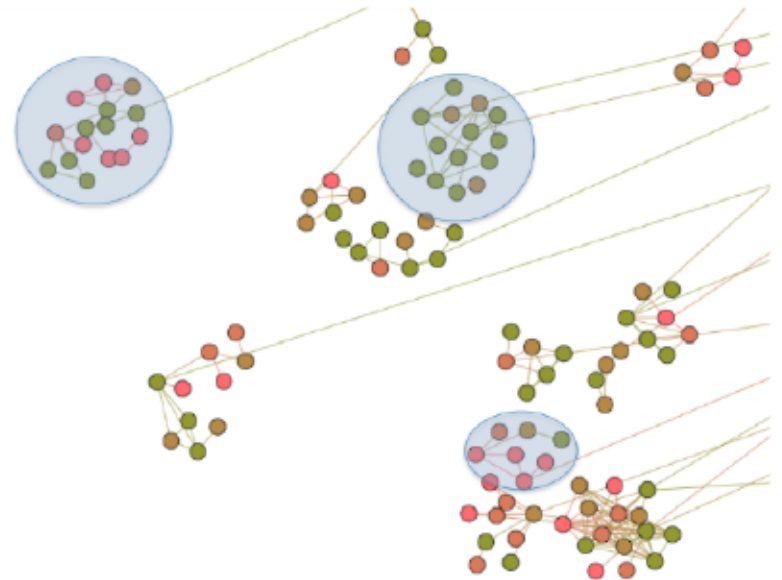
N=6441



Impacting Population Well-Being: the Network Intervention

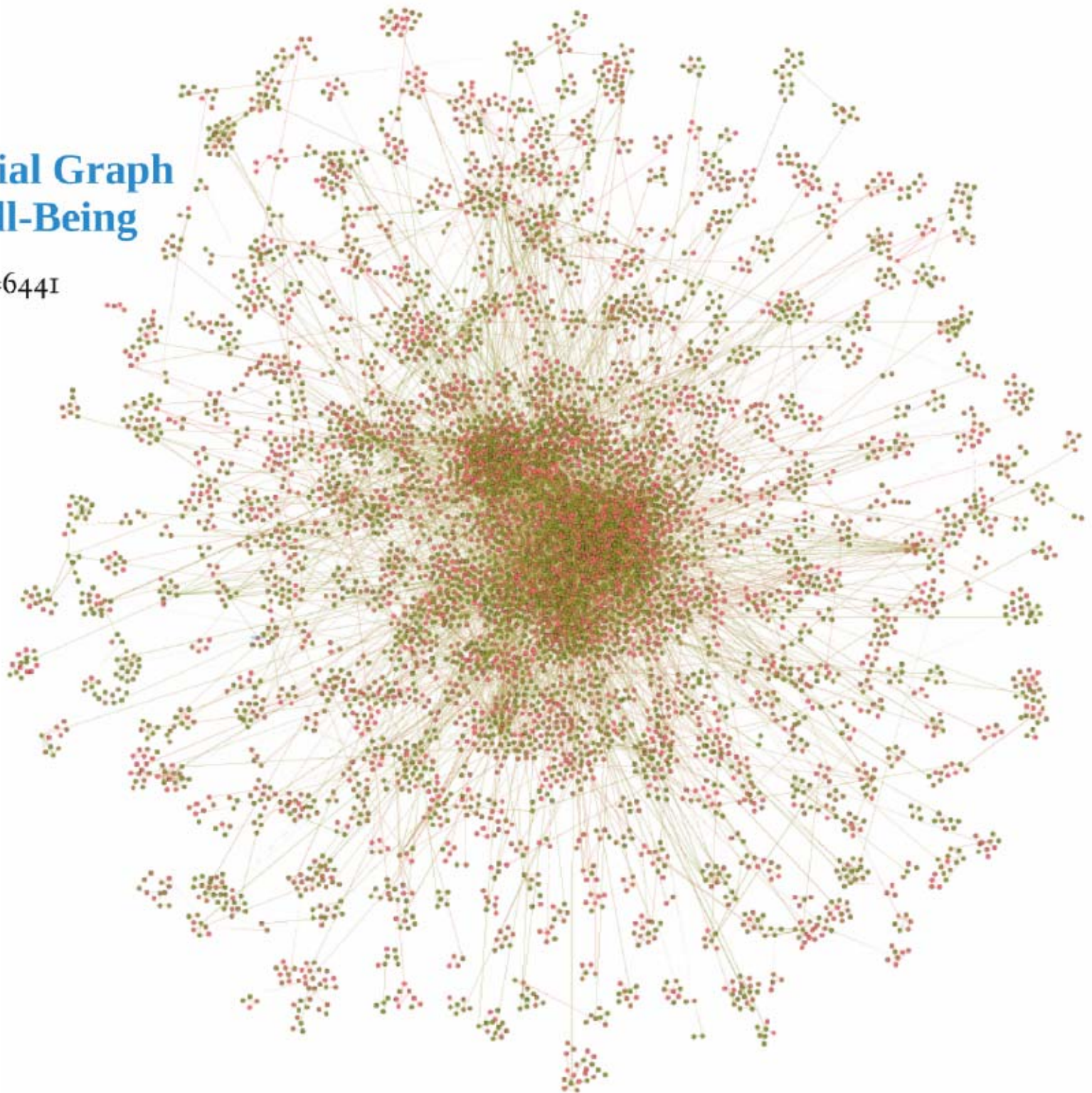
We know how people are connected to each other - in real-time - with respect to their well-being.

Next step?
Improve well-being of individuals, clusters, connected clusters, whole populations.



The Social Graph of Well-Being

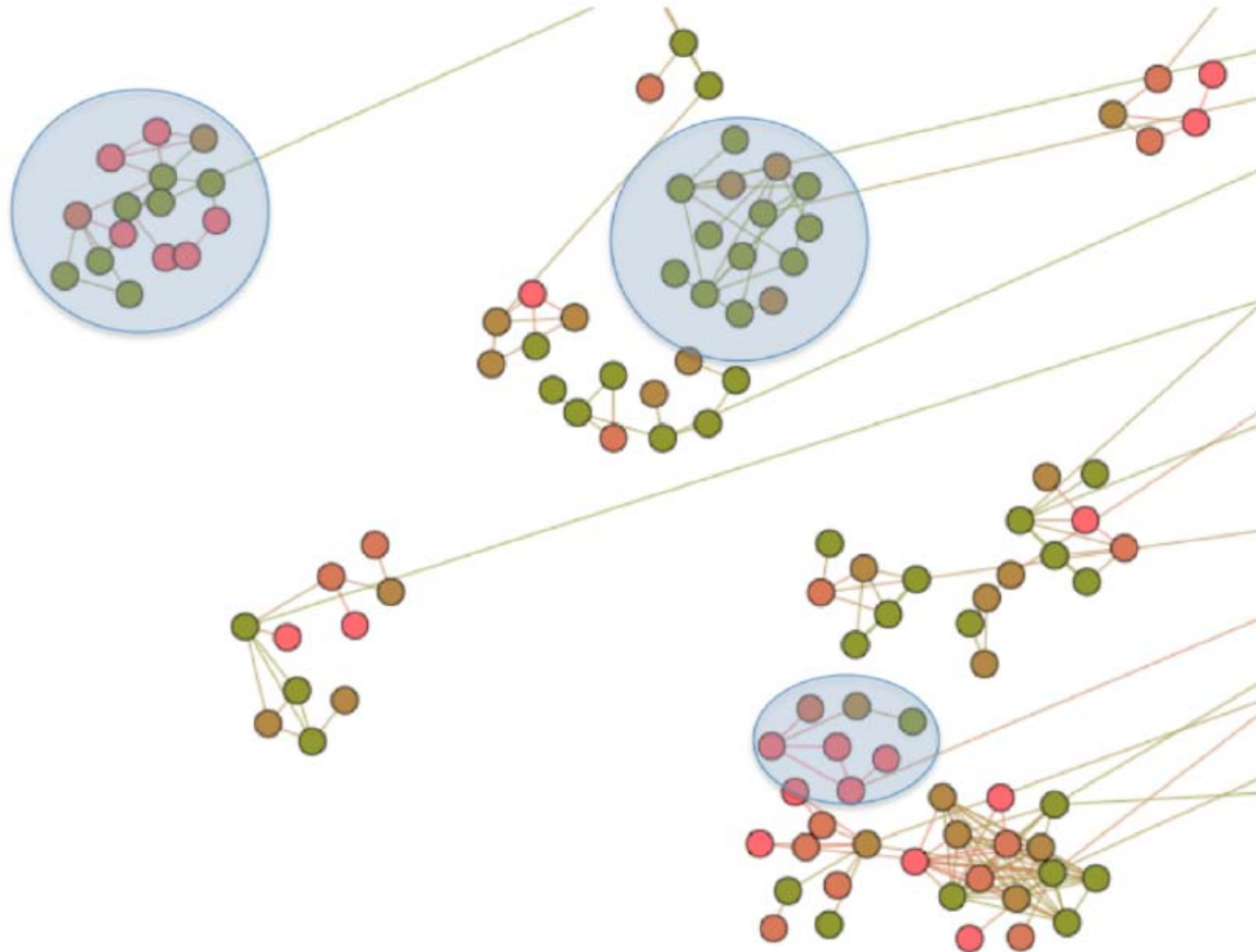
N=6441



Impacting Population Well-Being: the Network Intervention

We know how people are connected to each other - in real-time - with respect to their well-being.

Next step?
Improve well-being of individuals, clusters, connected clusters, whole populations.



What's next?



Goal: increase physical activity
through an engaging, social
software experience powered by
data from an activity sensor.

In development...



WALKADOO

TODAY

Extreme! 600

0

600 CHIPS

LEADERBOARD

RANK	NAME	CHIPS
1	56th Overall Wilfred	10,850
2	Kyle H.	10,000
3	Bill S.	9,850
4	Sean L.	7,500
5	Trapper M.	5,550
18	Me	350

 AUG 26 - SEPT 9
CHALLENGE

Catapillars vs Butterflies

1050
AVG CHIPS
PER PERSON

850
AVG CHIPS
PER PERSON

Friends



and 23 more

Friends

You have no friends on this team.

RECENTLY



2 MINUTES AGO

Lorenzo G. achieved a personal best.

"I had all this extra energy and decided that I'd take a walk in the city. I realized that hours had past and I walked over 15km."



Leave a comment



2 MINUTES AGO

Herman P. saw a sasquatch during his walk yesterday.

"I had all this extra energy and decided that I'd take a walk in the city. I realized that hours had past and I walked over 15km."



That's awesome! Hope you enjoyed the city.



2 MINUTES AGO

Tabitha S. walked in high heels all day.

"I had all this extra energy and decided that I'd take a walk in the city. I realized that hours had past and I walked over 15km."



10 MINUTES AGO

That's awesome! Hope you enjoyed the city.



11 MINUTES AGO

That's awesome! Hope you enjoyed the city.



view all 10 comments



Leave a comment



2 MINUTES AGO

Mohamid A. achieved a personal best.

WALKADOO



Goodbye Sean,

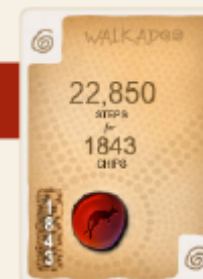
Your Walkadoo card is ready for today.

Last we checked, you walked 3785 steps, not quite enough to complete yesterday's card but still good for 300 chips. If you walked more steps than that, no worries, we'll update your info next time you walk past a [beas station](#).

Other news from yesterday...

27 people
commented on
your posts**3 people**
smiled at your
posts.Today your card is **22,850 steps** worth
1843 chips. Get out there and get walking.You're receiving this email because you subscribed at our website. At any time you can unsubscribe or change your [email preferences](#).

This service is not meant to replace the advice of a physician. You should not rely on any information or suggestions here to replace consultations with qualified health professionals regarding your own specific situation.


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THIS WEEK

✓ S ✓ M ✗ T ✓ W T

TODAY

S


 TOTAL CHIPS
8750

 TOTAL STEPS
46,896

LAST WEEK

 TOTAL CHIPS
6550

 TOTAL STEPS
34,081

★ BEST WEEK

 TOTAL CHIPS
8750

 TOTAL STEPS
46,896


What's next?



