Patient Engagement: Setting the Bar for Behavior Change

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Associate Director
Participation and Engagement Research
Agenda

• The why and how of behavior change and it’s connection to engagement
• Driving engagement
• Data integration and measurement
The Challenge:
Avalanche Model of Population Health

- **Change of Course**
  Hereditary or behavioral factors that change the trajectory of health.

- **Tipping Point**
  Once past this point, the effort required to return to the precondition state increases substantially.

**CONTINUUM OF HEALTH**

End Stage Disease

Wellness + Prevention, Inc. a Johnson & Johnson company
What is required for successful behavior change?

Creating a virtuous cycle

- Attention
- Information Processing
- Motivation: “I need to”
- Self-Efficacy: “I can”
- Commitment: “I will”
- Attitude or Behavior Change
Motivation x Self-Efficacy Matrix

Can but doesn’t want to
- Haughty
Can and wants to
- Heroic
Can’t and doesn’t want to
- Hopeless
Can’t but wants to
- Helpless

Source: Wellness & Prevention, Inc.
Self-Determination Theory - Types of Motivation

**Amotivated**
- I am not motivated

**External**
- My employer/doctor/coach told me I need to

**Introjected**
- I know I should

**Identified**
- The behavior is consistent with my goals

**Integrated**
- The behavior is part of my identity

**Intrinsic**
- The behavior feels good

[ More likely to engage in and sustain behavior change ]

Adapted from Segar & Hall. Think Intrinsic Motivation is the Holy Grail of Exercise Participation? Think Again. Society of Behavioral Medicine Annual Conference, April 29, 2011.


Wellness + Prevention, Inc. a Johnson & Johnson company
Driving Engagement
Activating Individuals based on their attitudes and approach to health

**Booster Clubber**
Sharing the journey really keeps everyone’s momentum up. We learn from, help and encourage each other, and we have fun along the way.

**Motivated Team Player**
I’m already stretched taking care of work and family. For me to focus on my own well-being, it has to be a company goal that I have team accountability for.

**Skeptical Starter**
Help! It’s scary to think about how much I need to do and whether I can even do it. Frankly, I don’t even know what the first step should be.

**Energized Champion**
I’m already on the fitness bandwagon. It’d be great if my company provided me some resources, but my challenge is simply consistency.

**Free Agent**
What and when I do is up to me and it will be on my own terms. It’s not something I want my employer / coworkers concerning themselves with.

**Committed Multi-Tasker**
There are much bigger issues to be dealt with before I can even think about health & wellness.

W&P Landmark Study (N=3007)
Key Messages Target What Uniquely Motivates the Given Segment

**Booster Clubbers**

Do you wish you had more energy to enjoy doing the things you love? More energy for your friends and family? Well, now you can do something about it...you are invited to join Team Energy at INSERT URL! Team Energy is made up of people like you who want to start making changes for a healthier lifestyle and more energy.

How do you become part of Team Energy? It’s simple! Take the Health Risk Assessment by INSERT DATE to show your commitment to a healthy lifestyle for yourself and others. Join the thousands of INSERT RELEVANT GROUP already committed by completing your HRA today at INSERT URL!

**Skeptical Starters**

When you think about making changes to your health, do you feel overwhelmed? Most of us do. With family, work, commuting, and errands...you know how it goes. Old habits die hard.

INSERT PROGRAM SPONSOR is setting out to make it easier to make healthy choices. How? By encouraging us to take it just one step at a time.

Taking the Health Risk Assessment (HRA) at INSERT URL is your next step. It’s private and available online, so you can do it any time. The program will ask questions to help understand you, and then it'll support and guide you through an action plan personalized just for you.

**Common Call to Action:** Take Your HRA
How Tailoring Works

Be More Active & Involved

It sounds like you know that getting out there more would be good for you.

Remember, how you feel doesn't have to stop you from enjoying a wonderful life. Picture yourself years from now, smiling and full of excitement about the future.

Being active has many benefits, including easing your symptoms, making it less likely you'll feel lonely. You might be asking how, when you have so little energy, exercising will do any good. We think it's worth it though, even if you aren't sure you can do it.

Exercise also helps:

- Stimulate hormones that chase away depression
- Relieve stress
- Make you feel better about yourself

Based upon the participant’s online interview, we tailor the intervention specifically for them.

User stated goal

Source of motivation

Negative feelings

Pessimism

Impact on symptoms
Intelligent Recruitment through Tailoring

The Emotional Side of Weight Loss.

Your User ID: NF07

Dear Mike,

Think back to the last time you were so stressed or tired that it changed your workout plans, made you eat more, or had you choosing the wrong types of foods. Most people don’t realize the power emotions can have on how you manage your weight. It takes more than eating well and including physical activity into your day. It also takes knowing your emotional triggers.

HealthMedia® Balance™ is your personalized game plan for not letting life’s emotions get in the way of your weight goals. Instead, Balance™ helps you plan for the next time stress or fatigue get the best of you.

HealthMedia® Balance™ is here to help.

The Balance program provides:
- A weight management strategy designed just for you.
- Ways to reframe how you think about losing weight.
- The truth about a real portion size
- An exercise video library

Start Now

Eating Out, Eating Right

Your User ID: RF07

Dear Rebecca,

One of the most difficult things to overcome is wanting to lose weight, but still eating out a lot. These two factors make it difficult to reach any weight goal. But it’s not impossible. HealthMedia® Balance™ is your personalized game plan for all those bumps in the road that keep you from reaching your goals.

Find out how to make the healthiest choices while dining out. Plus you’ll learn that it’s more than just staying active. It’s also about eating right and knowing how emotions can play a role; even when ordering.

With a busy work schedule, Balance™ is ideal. You can log in whenever you have time.

The Balance program provides:
- A weight management strategy designed just for you
- A plan for eating healthy when you’re eating out
- The truth about a real portion size
- An exercise video library

Start Now
The Impact of Intelligent Recruitment in Maximizing Engagement
## Top 10 Engagement and Retention Barriers

<table>
<thead>
<tr>
<th>Program Retention Barriers</th>
<th>All Respondents N=424</th>
</tr>
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<tbody>
<tr>
<td>Making it part of my regular routine</td>
<td>186</td>
</tr>
<tr>
<td><strong>Making the program a priority in my life</strong></td>
<td>171</td>
</tr>
<tr>
<td>Having enough energy to participate</td>
<td>164</td>
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<tr>
<td>Keeping it up when I’ve had a bad day</td>
<td>162</td>
</tr>
<tr>
<td>Juggling the program vs. demands from work</td>
<td>149</td>
</tr>
<tr>
<td>Juggling the program vs. demands from family</td>
<td>140</td>
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<tr>
<td>Not knowing exactly how to fit the program into my day</td>
<td>139</td>
</tr>
<tr>
<td>Re-starting after a period of inactive time (due to family/work pressures, vacation, injury, illness)</td>
<td>135</td>
</tr>
<tr>
<td>Feeling discouraged when I backslide</td>
<td>119</td>
</tr>
<tr>
<td>Program need more time than I can find to give it</td>
<td>117</td>
</tr>
</tbody>
</table>

Source: Comparative Study of Participants (Optimal Strategix, 2010 ; N=424)
Linking Values to Behavior Change:

Success
Discipline
Character
Control
Organization
Responsibility
Energy

Being a Good:
- Parent
- Spouse/Partner
- Grandparent
- Community Member
High motivation is associated with high confidence.
Linking Mission to Motivation for Behavior Change

What is my "Mission"?

Have you ever thought about your life’s mission? Documenting your personal goals, passions, and values in a statement of mission is a powerful way to create focus in your life. A carefully crafted statement of mission gives you a new lens to view the purpose behind everything from simple day-to-day activities — what you eat for breakfast, how you respond to stress, what time you go to bed — to more complex choices in your personal and work life.

You don’t need to write pages; a simple sentence is best. Make your statement of mission come alive by thinking about what’s meaningful to you — what makes you happiest. Then consider how your relationships, your work life, and your health help or hurt you in making your mission a reality.

Please enter your mission here: (140 character limit)

Here are some examples to help you get started:
- To be an extraordinary parent, partner and leader.
- To be thought of by my loved ones as trusting, honest and compassionate.
- To be an inspirational leader who helps others achieve their goals.
- To enjoy a happy, healthy and fulfilling life at work and at home.

Please keep your mission positive and respectful to others.

Select a profile picture:

Staying on track is easier when you remember why you started in the first place. Here’s your chance to upload a photo as a reminder as to why it’s so important to keep moving forward — for example, it could be a picture of your family.
Impact of Mission on Engagement

Users who created their own personal mission statement before starting an HRA were 28% more likely to complete a Digital Health Coaching program compared to users that used one of the example mission statements.*

* N = 2,422 Wellness & Prevention Internal Database
Impact of Mission on Wellbeing

Users who created a personal mission statement report a 19% higher quality of life (QoL)** than those who choose to use one of the example messages.***

**Reporting Very Good or Excellent
*** N = 1,809, Wellness and Prevention Internal Database
A focus on quality of life helps medical providers see the big picture—and makes for healthier, happier patients.
“Quality of life happens to be the element that is most important in motivating people to deal with an illness. People aren’t motivated to follow their clinical regimen if in fact it doesn’t improve the way they function and get along with others and manage day to day.”

Noreen Clark, Director, Center for Managing Chronic Disease, University of Michigan

Landro, L. The Wall Street Journal, Page R1, April 16, 2012
Health-related Quality of Life

Source: N=2.2MM HRA participants, HealthMedia® proprietary database

Wellness + Prevention, Inc. a Johnson & Johnson company
Data Integration and Measurement
# Nurse/Coach Can View Psychosocial Data

### Demographic Information

<table>
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<th>Name:</th>
<th>Henry Robertson</th>
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<tbody>
<tr>
<td>Participant ID</td>
<td>617810</td>
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<tr>
<td>User ID</td>
<td>HENRY12</td>
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<tr>
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<tr>
<td>Sign-Up</td>
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<tr>
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<td>Gender</td>
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### Questionnaire Status

- Living with a Health Condition: Completed
- You and Your Health Condition: Completed
- Your Relationships with Health Care Providers: Completed
- Your Lifestyle: Completed
- Your Medications: Completed
- More About You: Completed

### Quick Summary Details

- View All Questionnaire Responses

### Using the scale below as a guide, please tell us what gets in your way of taking your medication(s) as prescribed.

<p>| | |</p>
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<tr>
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<tbody>
<tr>
<td>(on a scale of 1 to 5, where 1 = &quot;strongly disagree&quot;, 5 = &quot;strongly agree&quot;)</td>
<td></td>
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<tr>
<td></td>
<td>4</td>
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<tr>
<td></td>
<td>3</td>
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<tr>
<td></td>
<td>1</td>
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</table>

- I don’t feel sick
- I try to save money and/or I do not want to use up my prescription quickly
- I don’t have my pills with me when it is time for me to take them
- Skipping an occasional dose doesn’t really matter
- I do not like taking medication, so sometimes I just skip taking it
- I am just too busy
- I take so many medications that sometimes I don’t remember to take one of them
- I am worried about having side effects from my medication
- My regular routine is disrupted
- I am not sure if it is actually helping me
Risk Reduction in a Large Health Plan

Long-term Sustained Population Risk Control (Zero Trends) for 8 years

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<th>Year 1</th>
<th>Year 2</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>High risk</td>
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<tr>
<td>High risk</td>
<td>●</td>
<td>→</td>
</tr>
<tr>
<td>Moderate risk</td>
<td>↑</td>
<td>●</td>
</tr>
<tr>
<td>Low risk</td>
<td>↑</td>
<td>↑</td>
</tr>
</tbody>
</table>
Thank-you!

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