

## ACTIVATING BETTER HEALTH: 3 TIPS TO TURBO CHARGE DIGITAL ENGAGEMENT

Engaging people in healthier habits is hard work. Most employers have taken steps to promote better health in the workplace, such as offering well-being programs, but engaging employees remains a challenge. Less than half of employees participate in screenings or complete a Health Assessment (HA) used to identify employees for interventions. And, of those people who were identified for interventions, less than one-fifth chose to participate.<sup>1</sup>

### BEST PRACTICES: ENGAGING WITH CONSUMER TECHNOLOGIES

More consumers are demanding online resources and digital health solutions for their ability to provide anytime, anywhere access to information. Technology conveniently fits into people's busy schedules. Digital tools and apps — from educational programs to HAs to self-monitoring tools — are affordable (sometimes free!), personalized and have the ability to deliver real-time feedback, recommendations and alerts. For all these reasons, integrating a powerful platform for online engagement in your health and well-being programs leads to better informed and more engaged employees.

#### 1. USE DATA TO DRIVE A PERSONALIZED EXPERIENCE

Key to success is painting the big picture of health for each user. This will help members develop and prioritize their goals as well as track incentives. Online engagement begins with access to targeted tools based on each person's health needs and preferences, including HAs, health trackers, decision support, and personal devices that can be integrated with health and well-being engagement platforms. Collecting data from all of these touch points builds a unique health profile to drive precise, timely interventions for each user to deepen engagement and drive better health. The feedback these tools provide increases over time as individuals add more information, delivering a consistently valuable experience that keeps people coming back over time.

### ENGAGEMENT IN PLAY: ALABAMA PEEHIP

Alabama's Public Education Employee's Health Insurance Plan (PEEHIP) provides quality health care insurance benefits for the health and well-being of their membership which exceeds 300,000 lives. Through a collaboration with ActiveHealth Management, around 150,000 PEEHIP members are eligible for an integrated evidence-based wellness program, including the online engagement platform MyActiveHealth, to help engage individuals in healthier behaviors. Using MyActiveHealth, members are able to get personalized health actions, access health tools and trackers, connect more than 60 different types of fitness and medical devices and engage with digital coaching on a number of health, well-being and financial wellness topics.

- Nearly **1 in 2 members** engaged with digital coaching
- Nearly **40% of members** completed one or more topics
- **92% of targeted members** engaged either with a nurse coach or digitally
- Member feedback is **99% positive**



## 2. CONNECT MEMBERS WITH THE TOOLS THEY WANT

Online digital coaching modules offer a convenient way for members to work on their health goals, when and where it's right for them. Members can use digital coaching tools to help manage chronic conditions and make positive behavior changes. Integrating support for their favorite fitness devices or their medical devices into health and well-being engagement platforms gives members a connected experience and allows for additional data capture to help drive a better overall digital experience.

## 3. CONNECT DIGITAL TOOLS TO THE BIGGER PICTURE

Analyzing individual health data to find opportunities to improve health can be used to communicate the benefit of available resources and direct each person to the right digital resources. Offering members incentives to complete an HA that is integrated with health and well-being programs and analytics can help boost completion rates and build awareness for other online resources. Health coaching and other on-site health and well-being services can also help direct people to the right digital tools and help promote the value of these tools for personal health improvement.



### CONSUMER TECHNOLOGY BY THE NUMBERS

**85%** of consumers said mobile devices are a central part of every day life<sup>2</sup>

**83%** of consumers use multiple devices every day<sup>3</sup>

**33%** of Americans use a fitness device<sup>4</sup>

By 2018 more than **250 million** wearable devices will be in use<sup>5</sup>

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Interested in learning how ActiveHealth can support engagement in health and well-being programs?  
Contact us at [info@activehealth.net](mailto:info@activehealth.net) to learn more.

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<sup>2,3,4</sup> <https://www.exacttarget.com/sites/exacttarget/files/deliverables/etmc-2014mobilebehaviorreport.pdf>

<sup>5</sup> <http://www.ccsinsight.com/press/company-news/1944-smartwatches- and-smart-bands-dominate-fast-growing-wearables-market>