

Motionsoft™

TECHNOLOGY

SUMMIT

— 2015 —

EDUCATION SERIES

# Connected Health

Understanding How to Leverage Technology  
to Influence Human Behavior

Thursday, October 29, 2015



Motionsoft™  
TECHNOLOGY  
SUMMIT  
— 2015 —  
EDUCATION SERIES

Your Moderator

**Todd Tweedy**  
Summit Education Series  
Motionsoft





# Upcoming Webinars

View the complete webinar schedule

<http://www.motionsofttechnologysummit.com>

November 3, 2015

Tuesday

**Weidong Yang, CEO, Kineviz**

Actionable Information From Meaningful Member Data in the Fitness Industry

Track: Data Visualization and Predictive Analytics.

November 5, 2015

Thursday

**Greg Skloot, Vice President of Growth, Netpulse**

Developing a Member-Centric Mobile App Strategy

Track: Mobile Strategies

November 12, 2015

Thursday

**Jafar Adibi, CTO and Chief Scientist, Reunify**

The Science of Customer Engagement: Realizing Incredible

Improvements in Customer Retention, Loyalty and Satisfaction



## Motionsoft Update



### **B.O.S.S. - Back Office Support Services**

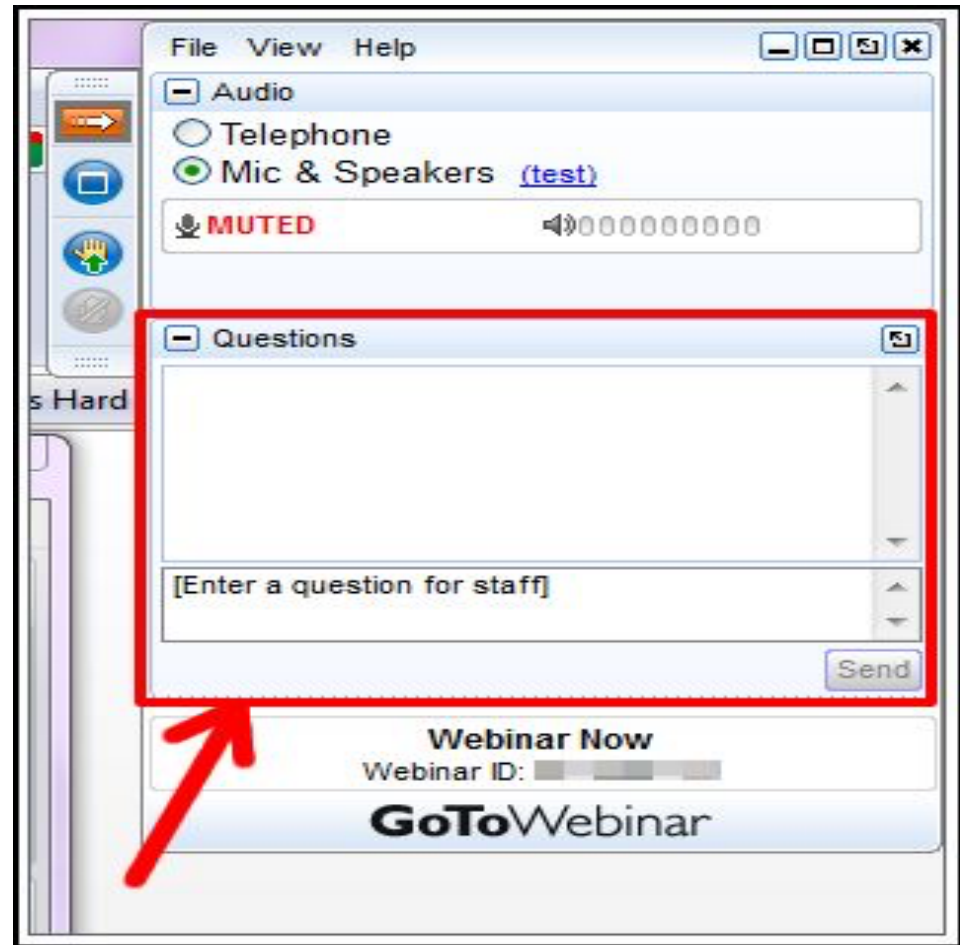
An automated billings solution that includes three core methods of communication:

- **Automated Phone Calls**
- **Email Generator**
- **Letters**

To learn more about B.O.S.S. contact [support@motionsoft.net](mailto:support@motionsoft.net) or call 1-800.829.4321

Motionsoft™  
**TECHNOLOGY**  
**SUMMIT**  
— 2015 —  
**EDUCATION SERIES**

Ask Your Questions in  
GoToWebinar by using the  
Question Module



Motionsoft™

TECHNOLOGY

SUMMIT

— 2015 —

EDUCATION SERIES

Your Presenter

**Houman Arasteh**

President

h2 wellness

arasteh@h2wellness.com





**Connected Health**  
How to Leverage Technology to  
Influence Human Behavior

MotionSoft Technology Summit | Houman Arasteh, President, h2 Wellness



**A cloud-based, data  
driven, population health  
& engagement company**



Medical  
Fitness  
Corporate Health  
Weight Loss  
Nutrition



# h2 Worldwide

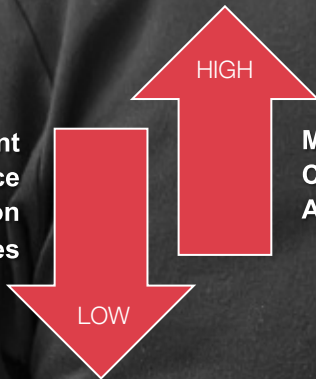
3.2 Million Users, 15 Countries, 9 Languages



# The Problem

Health and wellness players share common challenges

Engagement  
Program Adherence  
Customer Retention  
Health Outcomes



Medical Costs  
Customer Churn  
Acquisition Costs



## HOW TO INCREASE ENGAGEMENT AND CHANGE HUMAN BEHAVIOR?



### Treatment Compliance

50% Patients Don't Comply<sup>1</sup>



### Medication Adherence

75% Adults Don't Comply<sup>2</sup>



### Fitness Clubs

25% - 30% Member Churn Rate<sup>3</sup>



### Weight Loss Programs

6-Week Avg Engagement<sup>4</sup>



### Wearable Devices

50% Abandonment Rate<sup>5</sup>

# The Gap

We have access to more digital health tools and data than ever. *But to what end?*



## EMR/PHR

Data silos with limited patient engagement capabilities



## Wearable Devices

Tracking behavior does not equal changing behavior



## Gamification

No reliable data showing long-term behavior change



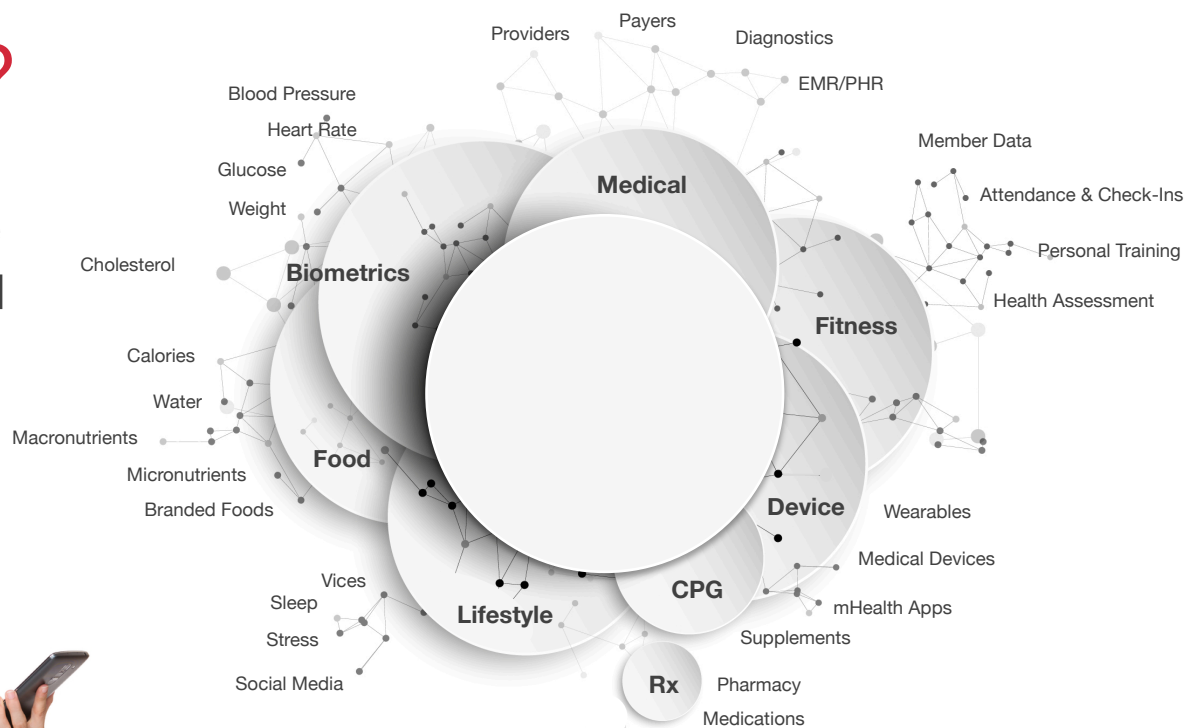
## mHealth Apps

Millions of downloads, relatively few active users

**No existing solution unifies the data** to promote effective engagement, health outcomes, and collaboration among stakeholders

# What's Needed?

A way to integrate then interpret the data to increase engagement, outcomes, and collaboration



## 1 Integrate

- Healthcare Providers
- Fitness Clubs
- Payers
- HSA/FSA
- Pharmacy

## 2 Analyze

- Health Assessment
- Biometrics
- Genomics
- Labs
- Claims

## 3 Personalize

- Nutrition
- Sleep
- Products
- Education
- Fitness
- Stress
- Services
- Experience

## 4 Engage

- Digital/Live Coaching
- Social/Community
- Incentives & Rewards
- Communications

## 5 Track

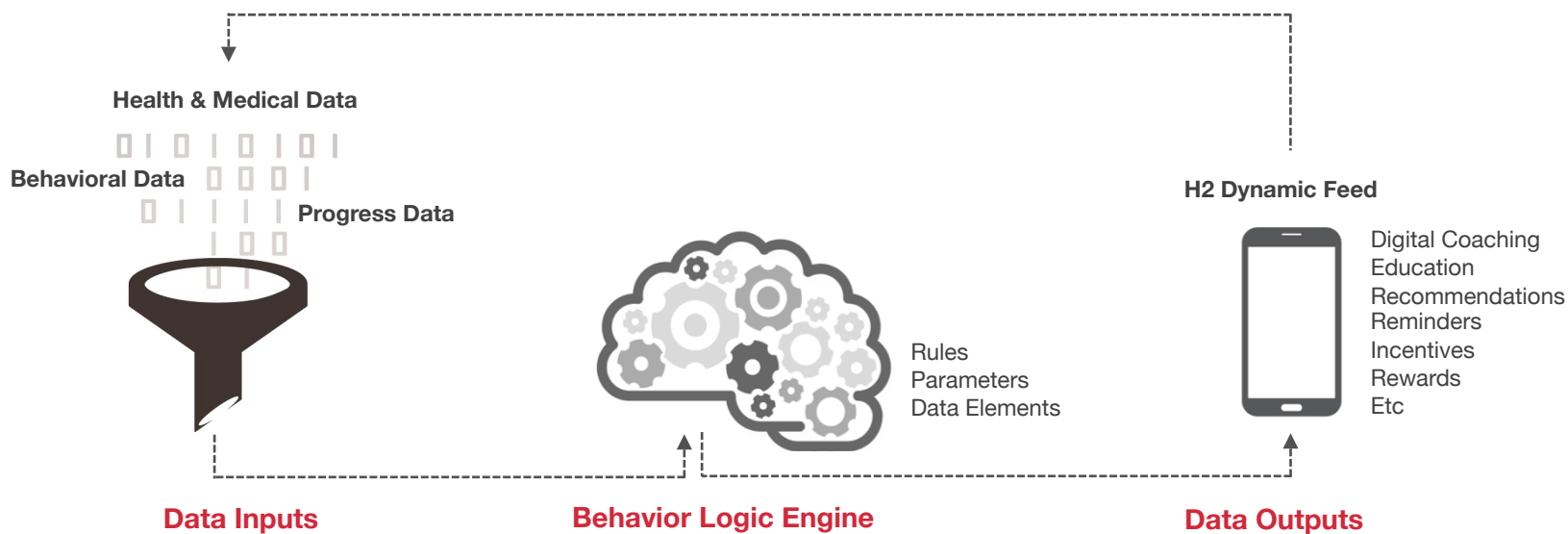
- Progress
- Compliance
- Outcomes
- Business KPIs

Analyze, Optimize, Collaborate

CONFIDENTIAL ©2015 H2 Wellness, Inc. All Rights Reserved

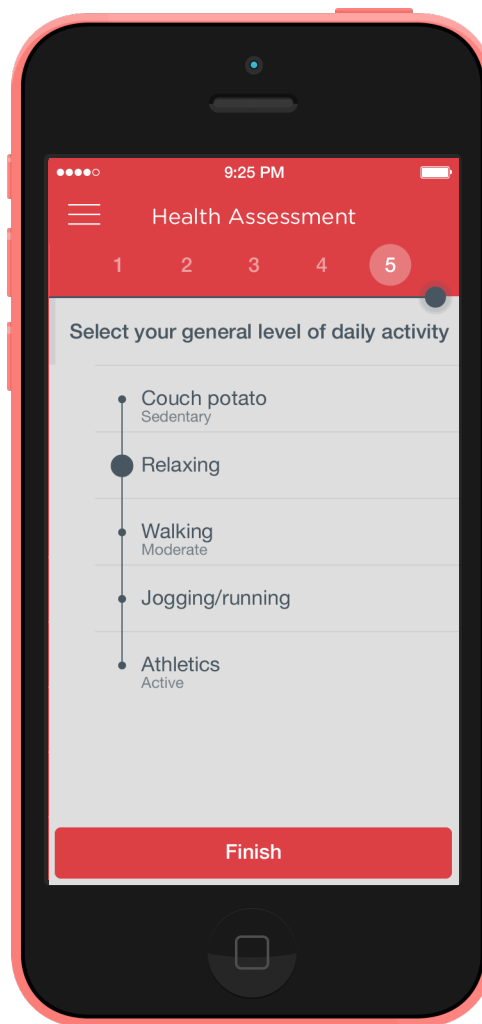
# What's Possible?

Leveraging the data to increase personalization and drive more effective engagement + behavior change




# The New Paradigm

Personalization =  
Engagement + Behavior  
Change



- ① Integrate
- ② **Health Assessment**
- ③ Personal Health Plan
- ④ Engagement
- ⑤ Tracking




A close-up portrait of a man with short brown hair and a light beard, wearing black-rimmed glasses with gold-colored temples. He is looking directly at the camera with a neutral expression. He is wearing a dark blue or black crew-neck sweater. The background is a plain, light gray color.

**Name** Hal  
**Age** 41  
**Plan** Wellness  
- Nutrition  
- Fitness  
- Stress Management  
- Sleep Management  
- Challenges  
- Products

**Support** Digital Coaching



A close-up portrait of a woman with dark, curly hair, resting her chin on her hand. She is wearing a dark, ruffled top. The background is a plain, light-colored wall.

**Name** Stephanie  
**Age** 36  
**Plan** Condition Management  
- Nutrition  
- Fitness  
- Weight Management  
- Smoking Cessation  
- Rx Management  
- Challenges  
- Products

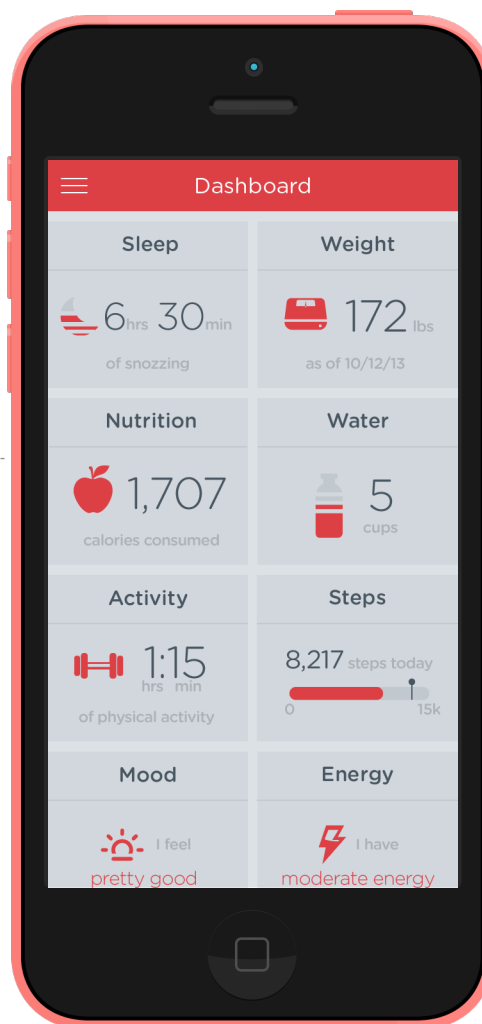
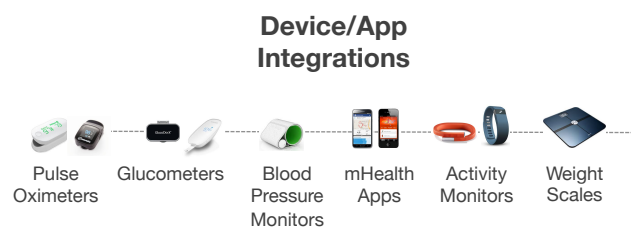
**Support** Digital + Live Coaching





# The New Paradigm

Personalization =  
Engagement + Behavior  
Change

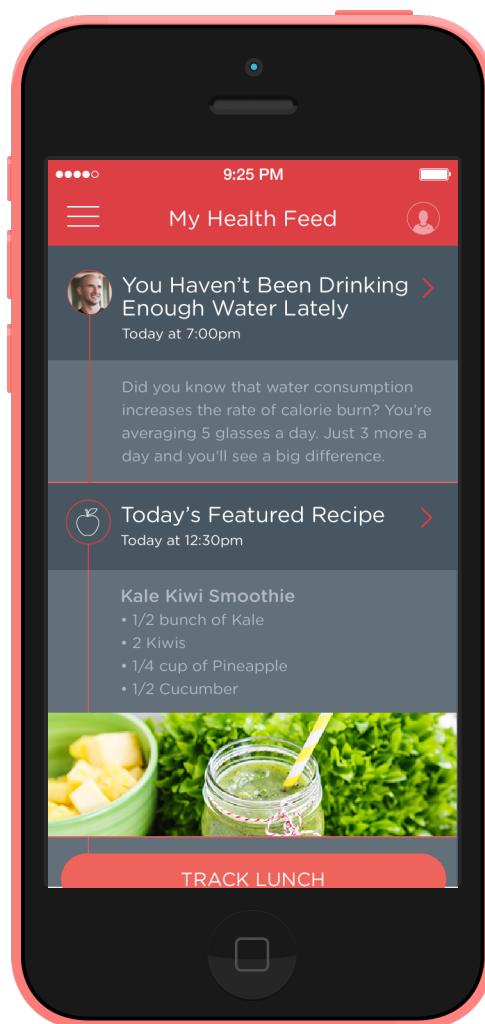


- ① Integrate
- ② Health Assessment
- ③ Personal Health Plan
- ④ Engagement
- ⑤ **Tracking**
  - Weight
  - Calories & Macronutrients
  - Steps
  - Heart Rate
  - Blood Pressure
  - Glucose
  - Cholesterol
  - Rx & Supplements



# The New Paradigm

Personalization =  
Engagement + Behavior  
Change

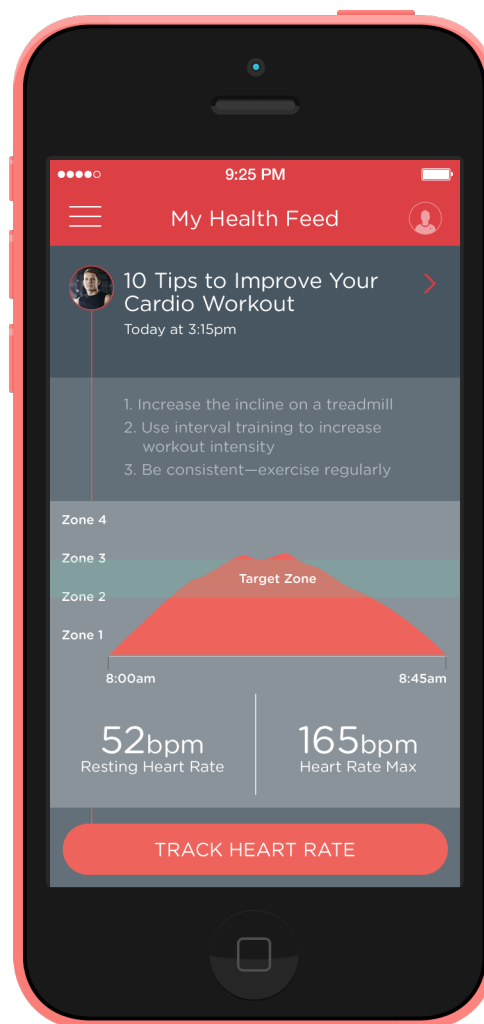


- ① Integrate
- ② Health Assessment
- ③ Personal Health Plan
- ④ **Engagement**
- ⑤ Tracking



# The New Paradigm

Personalization =  
Engagement + Behavior  
Change

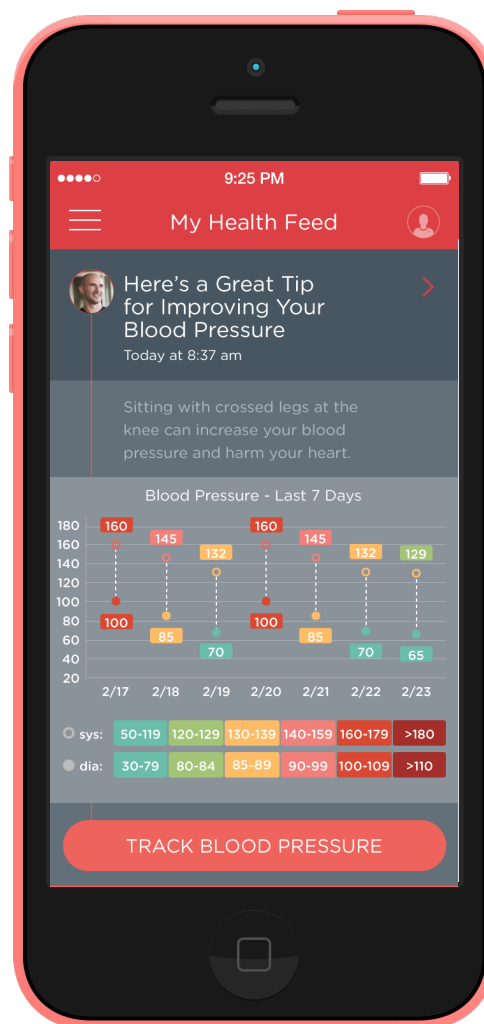


- ① Integrate
- ② Health Assessment
- ③ Personal Health Plan
- ④ **Engagement**
- ⑤ **Tracking**



# The New Paradigm

Personalization =  
Engagement + Behavior  
Change

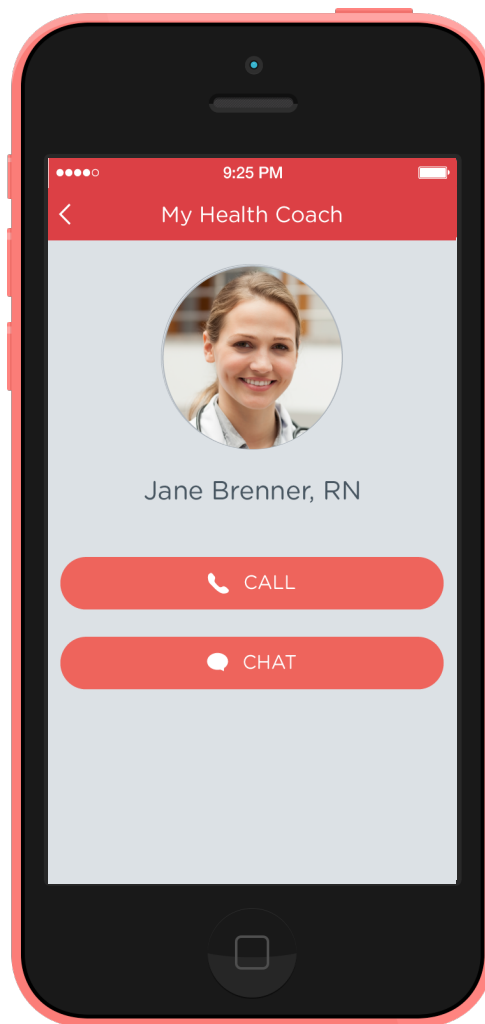


- ① Integrate
- ② Health Assessment
- ③ Personal Health Plan
- ④ **Engagement**
- ⑤ **Tracking**



# The New Paradigm

Personalization =  
Engagement + Behavior  
Change

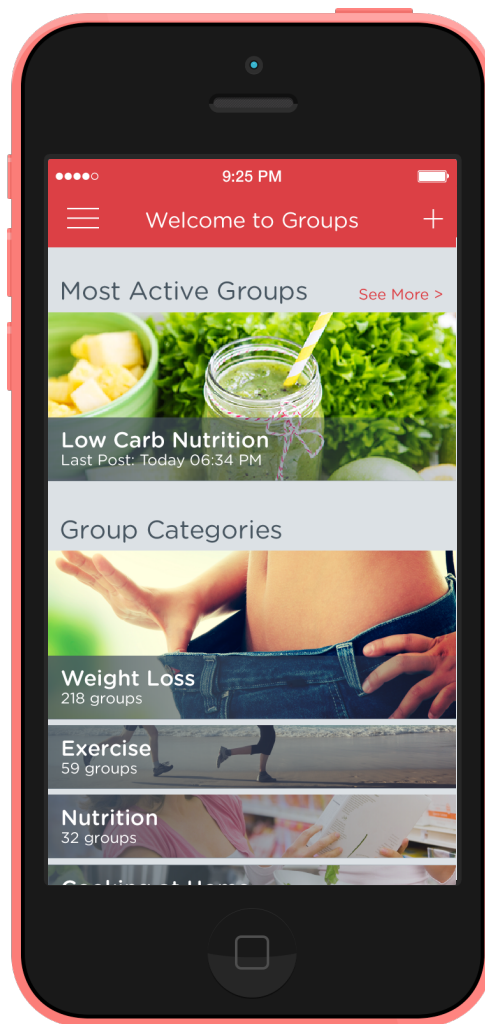


- ① Integrate
- ② Health Assessment
- ③ Personal Health Plan
- ④ **Engagement**
- ⑤ Tracking



# The New Paradigm

Personalization =  
Engagement + Behavior  
Change

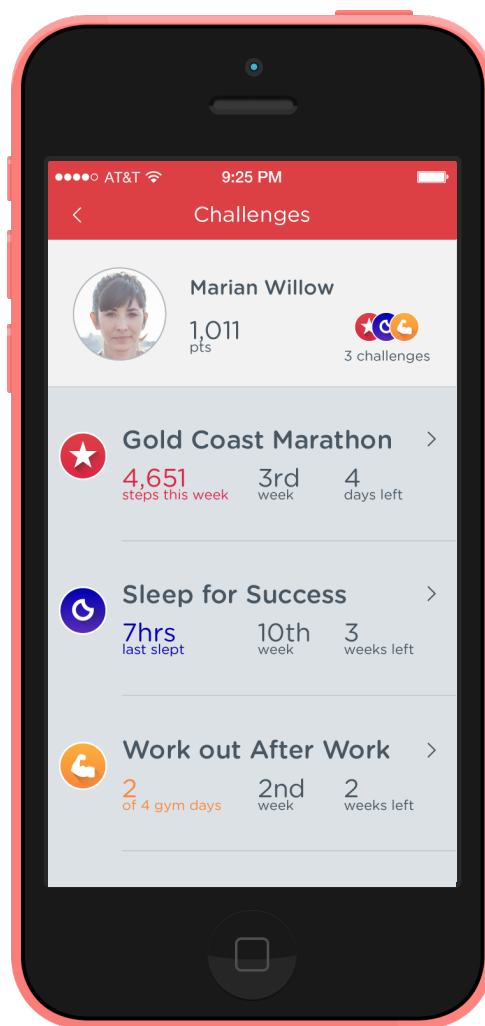


- ① Integrate
- ② Health Assessment
- ③ Personal Health Plan
- ④ **Engagement**
- ⑤ Tracking



# The New Paradigm

Personalization =  
Engagement + Behavior  
Change



- ① Integrate
- ② Health Assessment
- ③ Personal Health Plan
- ④ **Engagement**
- ⑤ Tracking





## Time for your questions

Houman Arasteh  
President, Co-Founder  
(310) 362-1888  
[www.h2wellness.com](http://www.h2wellness.com)



# Thank You

View the complete webinar schedule

<http://www.motionsofttechnologysummit.com>



[HOME](#)

[AGENDA](#)

[SPEAKERS](#)

[HOTEL](#)

[EXERCISE](#)

[SPONSORS](#)

[SUMMIT PHOTOS](#)

[WEBINAR SERIES](#)



***"IT WAS IMPRESSIVE TO SEE  
THE INTELLECT AND BUYING  
POWER IN THE ROOM."***

**ANDREW KOLMAN  
DIRECTOR OF PRODUCT DEVELOPMENT  
CONSOLE TECHNOLOGY  
JOHNSON HEALTH TECH. CO. LTD**