



How to Leverage Social Media to Power Behavior Change

a few examples and frameworks

Essential is a focused team of research and development professionals who think beyond design to inform and translate strategy into breakthrough products and services.

Diverse projects, universal questions

Abbott
Acme Medical
Advoy
Alkermes
ACMI
Bard
Baxter
Becton Dickinson
Boston Scientific
Candela
Chem Abst Svcs
Curbell
Dade-Behring
Davol
Dentovations
Eli Lilly
Genzyme
GSK
Haemonetics
IDEXX

What actually matters to people?

- Existing versus desired experiences
- Which gaps should be addressed?

How should we respond?

- Requirements, Features, Scenarios
- Service? System? Community?

How should the new offer be structured?

- Customer Journey
- Architecture and Content
- Features, Interactions

How are we doing?

- Performance and Usability
- “Fit” with intended audience

AARP
Altec Lansing
Dell
Fishman
Gillette
Harvard
Crown
Klipsch
Kodak
Moen
Motorola
Owens Corning
Puma
Sapient
Sanford
Shure
Zink

IEC
Insulet
J&J Ethicon
Kendall
Lifeline Systems
Lipid Sciences
Millipore
Neurometrix
Novartis
Onux Medical
Osteonics
Ortho Biotech
PatientKeeper
Philips Healthcare
Smith & Nephew
Uromed
US Genomics
WellDoc
Zeiss
Zymequest

Considerations: is an online community right?

Wellness or disease state?

- Preventive or reactive

Acute or chronic?

- Can my actions improve my outcomes?

Multi-systemic?

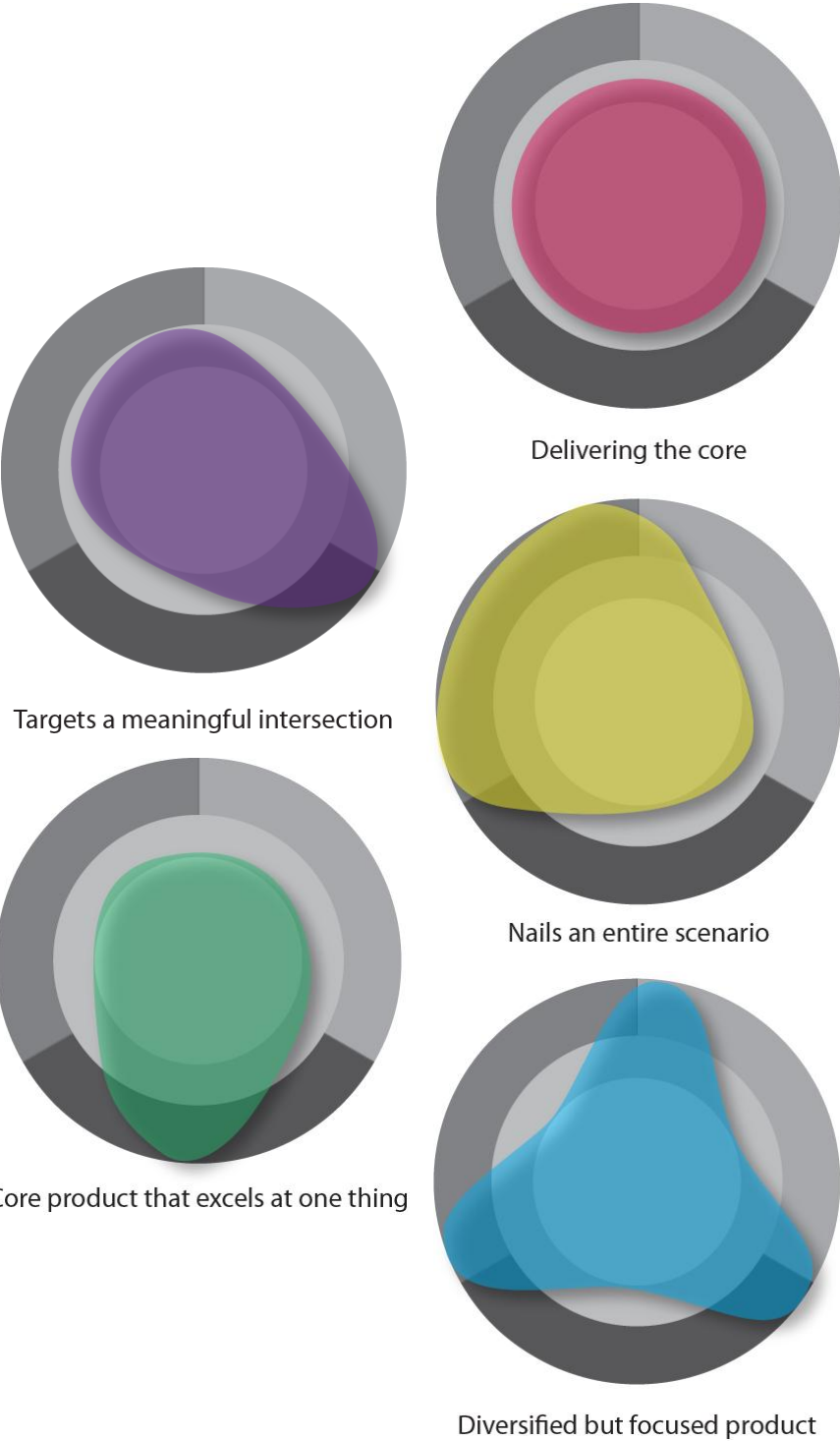
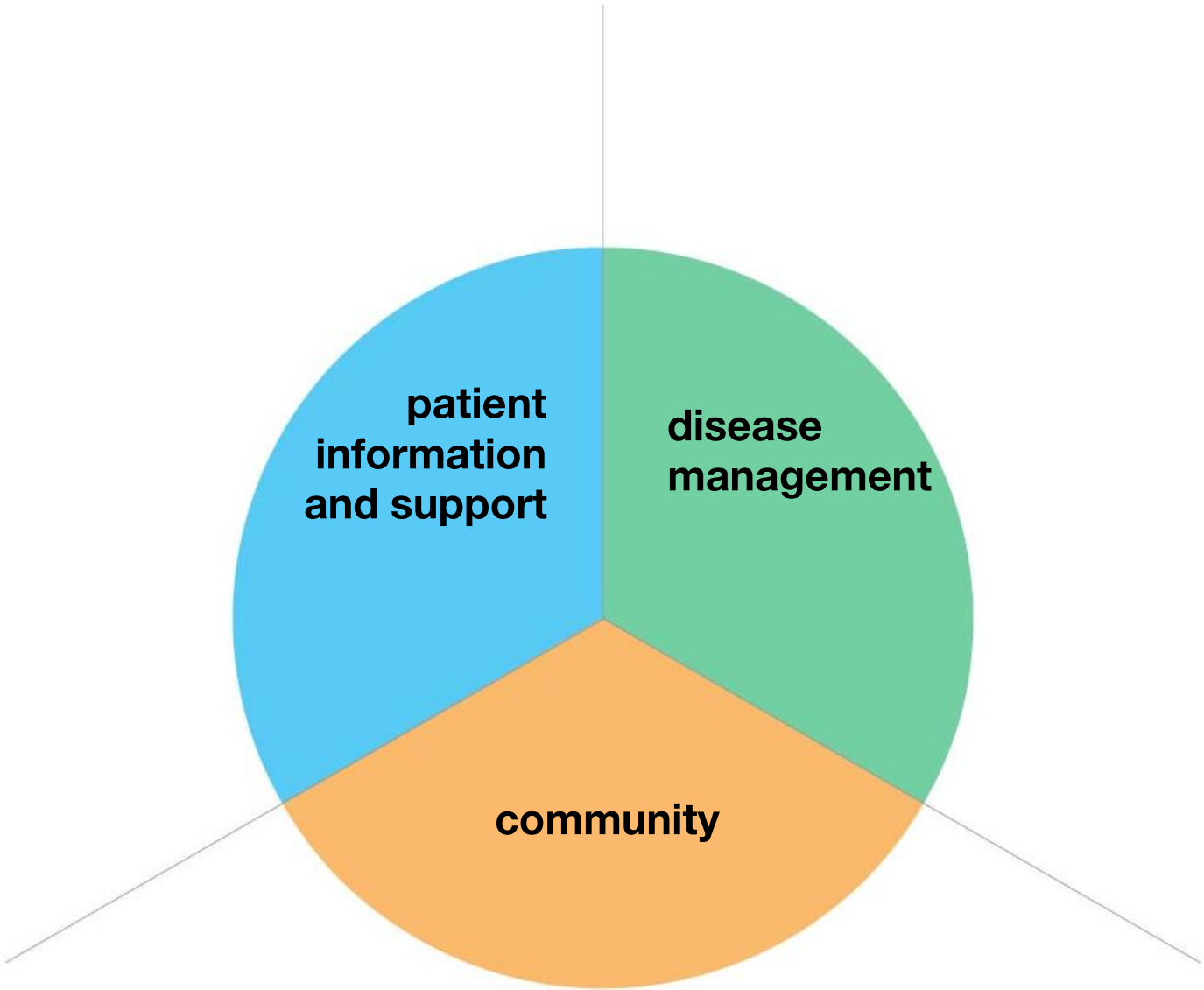
- Variability in disease course
- Complexity and efficacy of treatment

Regional variations

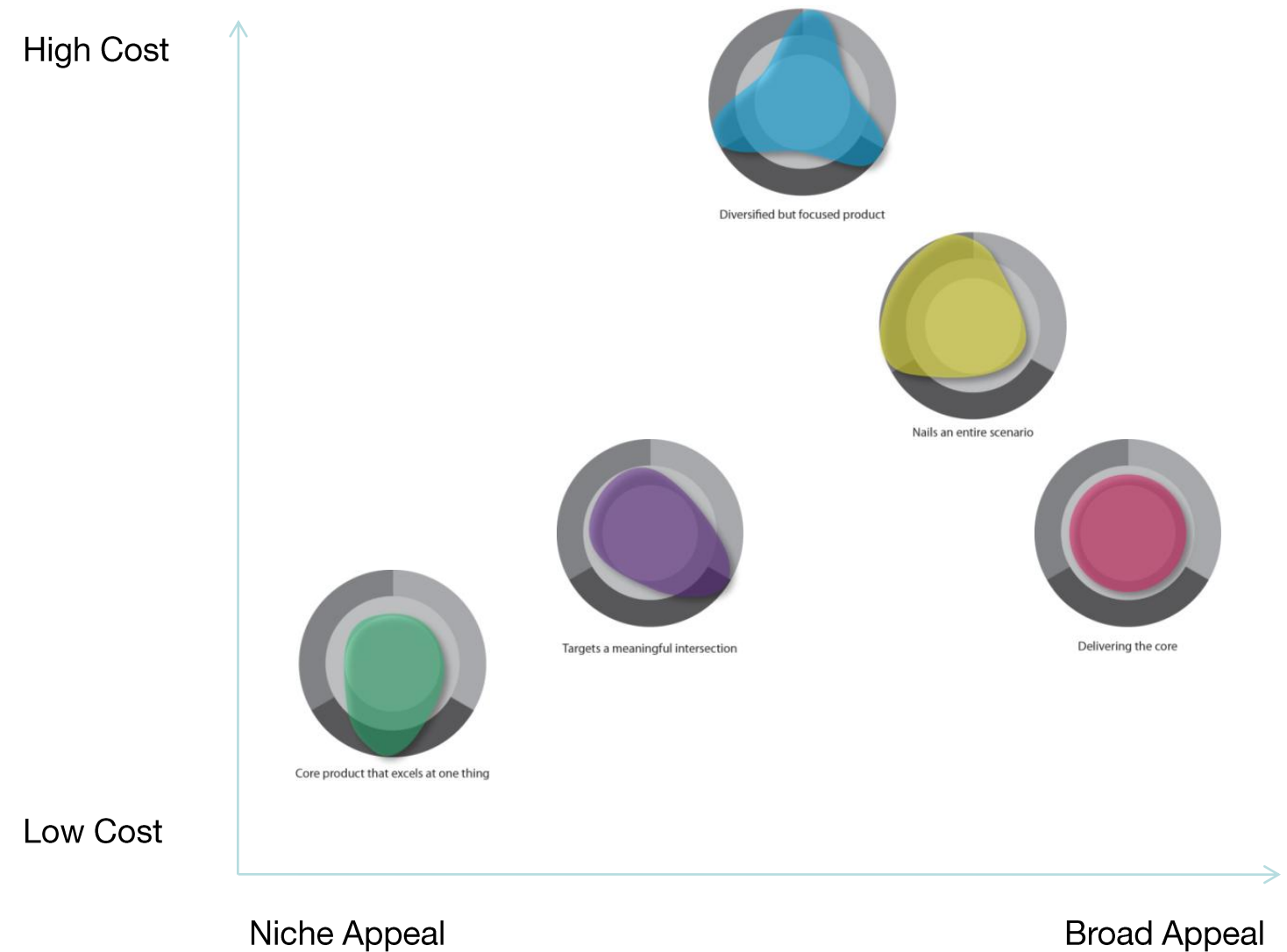
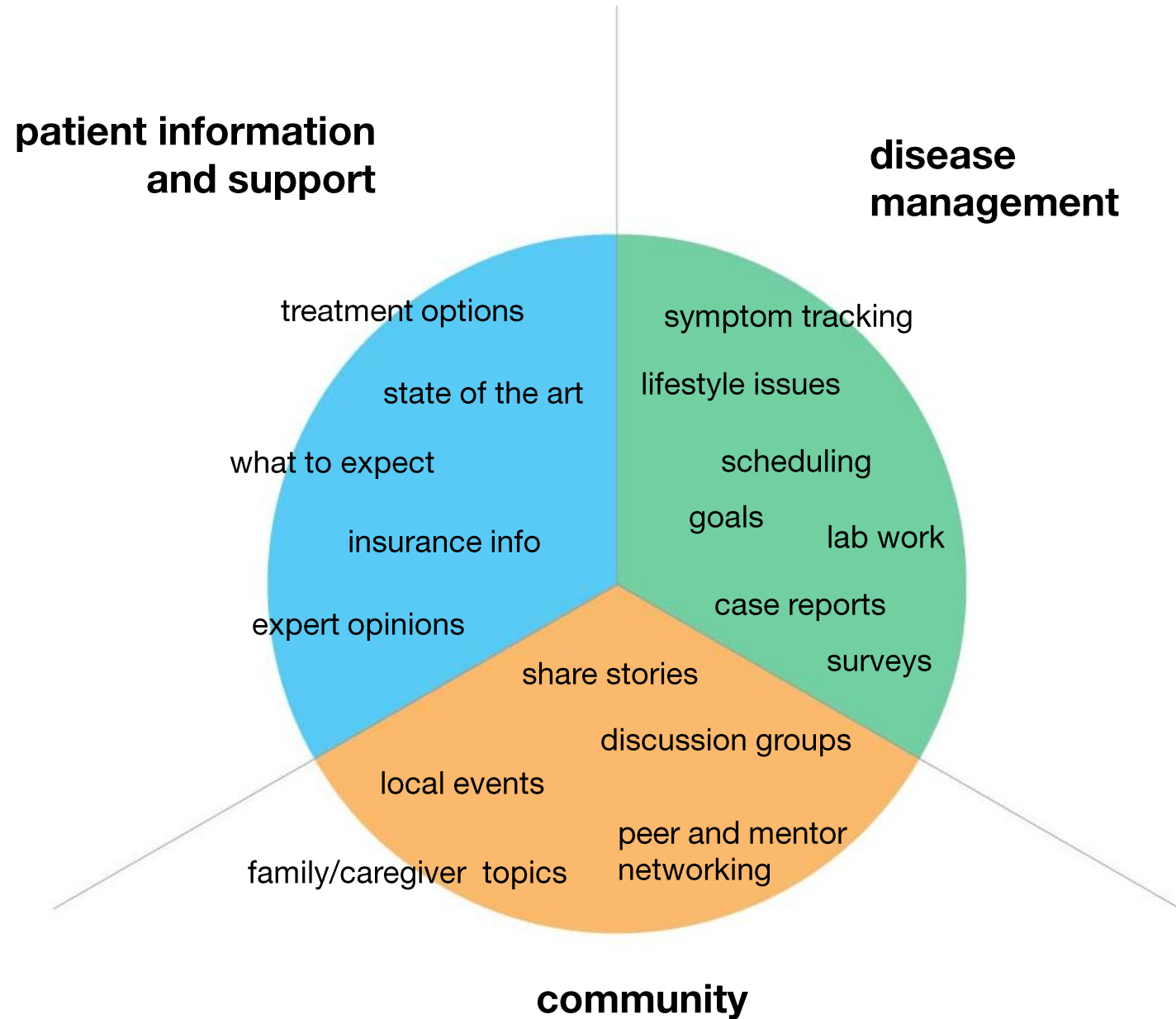
- Payer system
- Trust in healthcare system (or lack of)
- Broadband access
- Access to clinical expertise
- Approved therapies
- Language (especially if rare disease)
- Home based therapy?



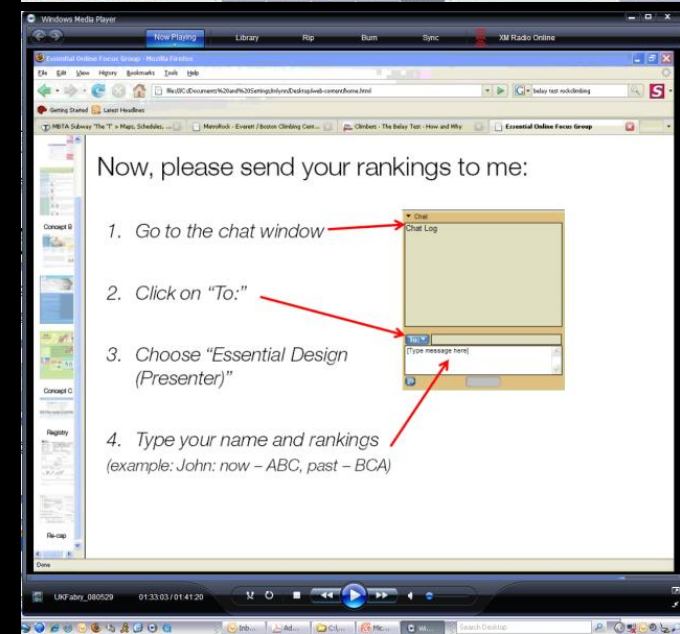
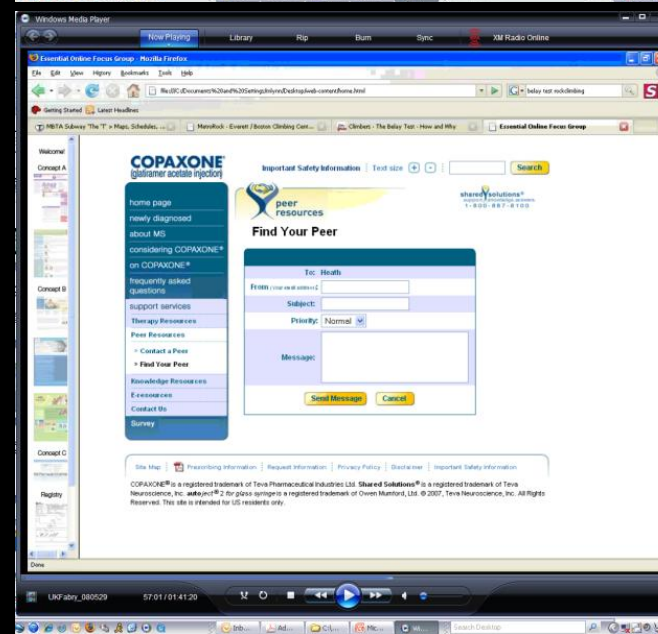
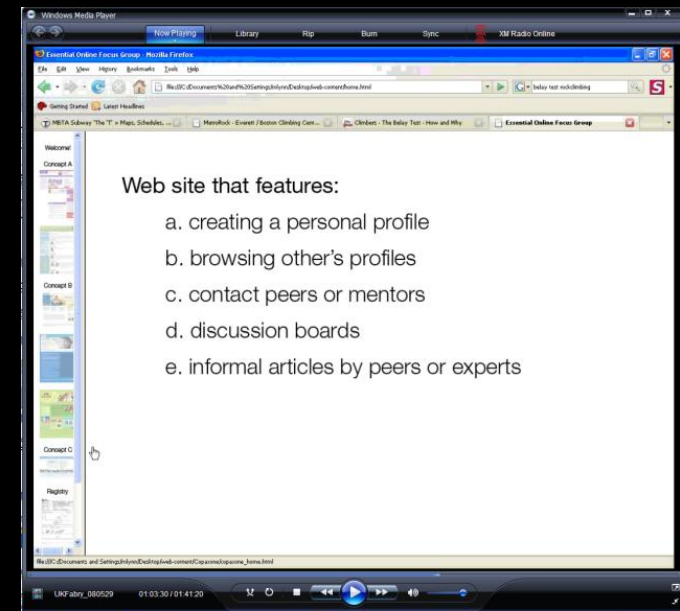
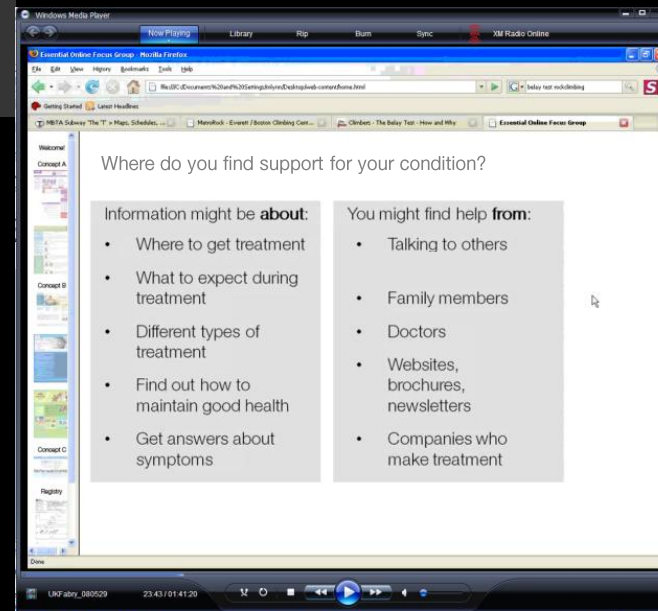
Hypotheses: areas for value-added online services



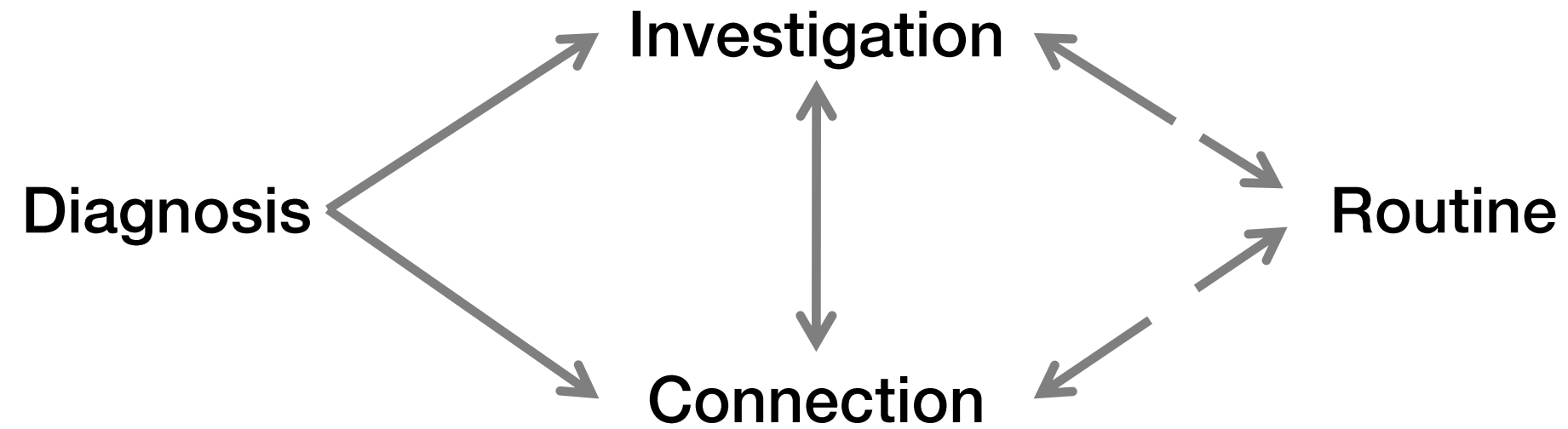
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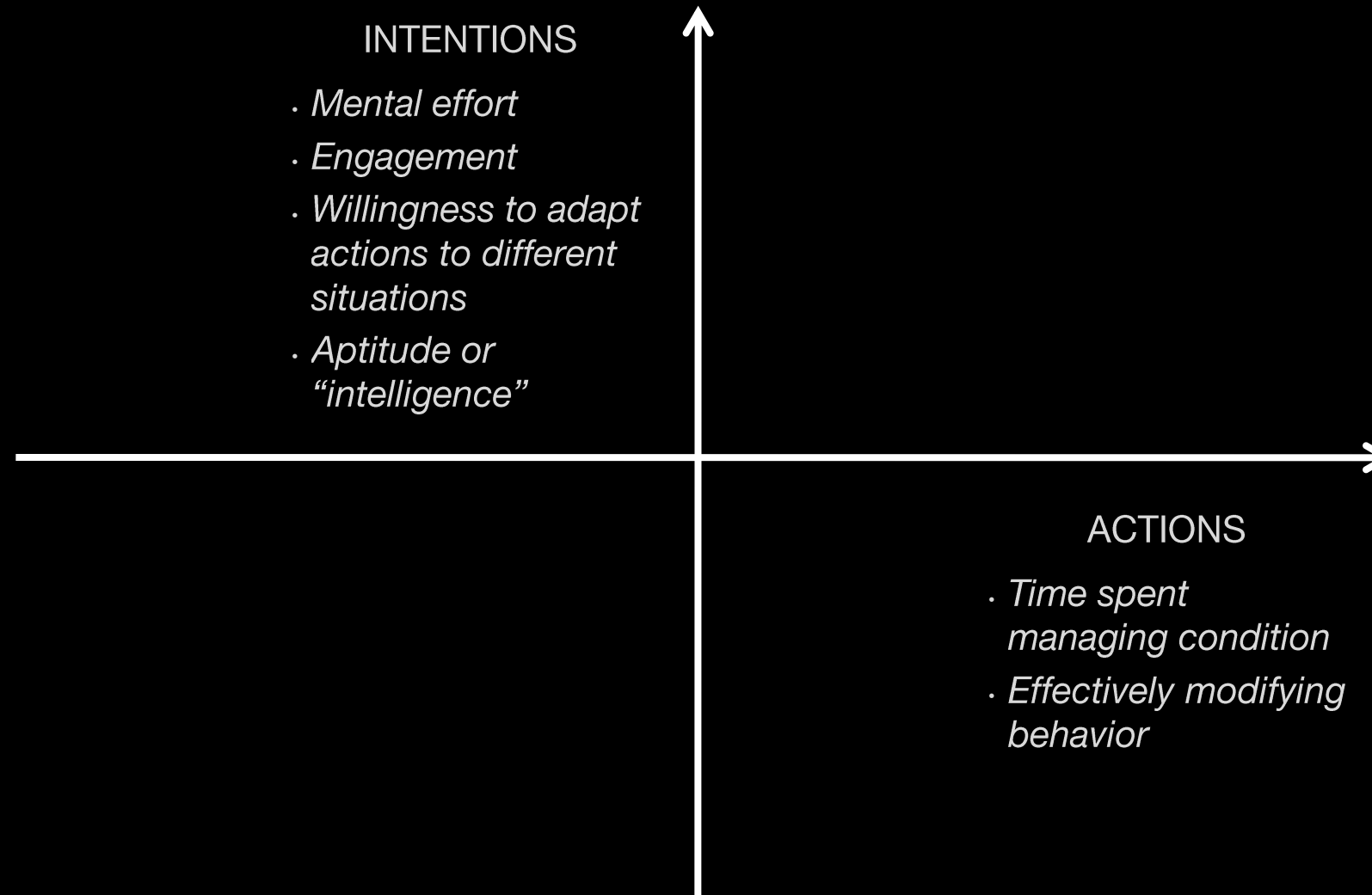
Online focus groups: UK, US, Australia, Russia



Phases of the patient experience

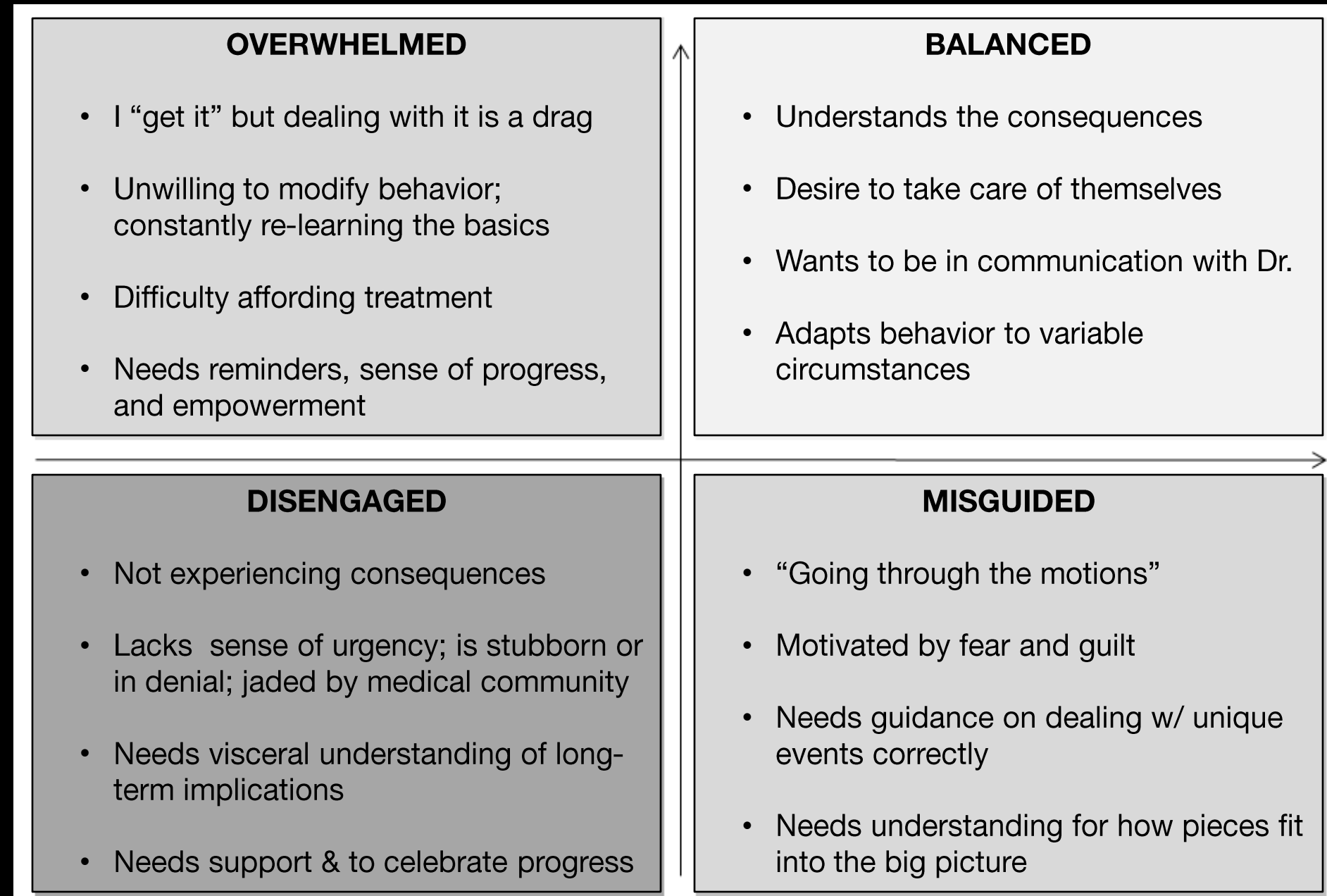


Attitudes can vary dramatically



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INTENTIONS



ACTIONS

Suggested principles

Suffering from the same condition does not mean patients have the same needs

Communities should flexibly address changing priorities over the course of the disease journey

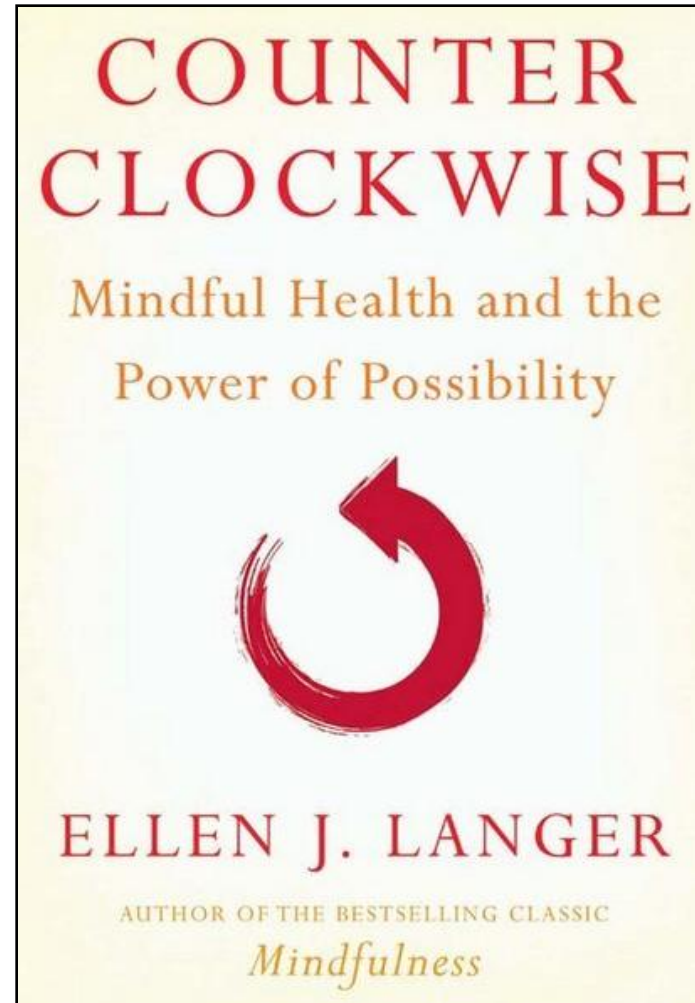
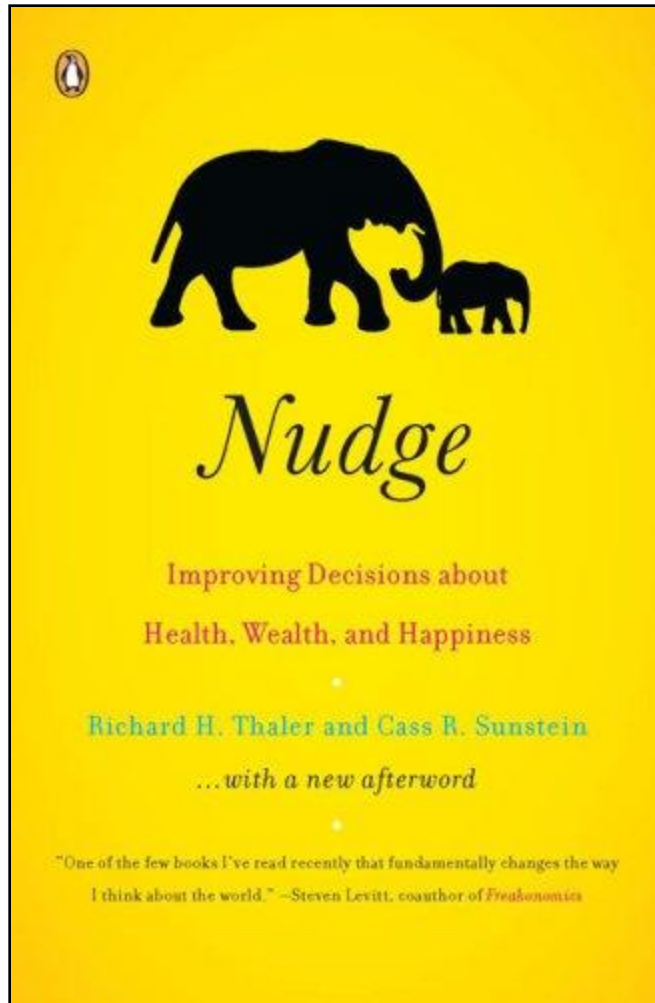
Tools should support specific, personal challenges and current topics of the disease

Keep monologs and dialogs in check

- Governance may vary depending on sponsoring institution



Recommended reading



Nudge: Thaler & Sunstein

- Comparisons and energy consumption
- 401k savings

How might social media provide the 'nudge' toward self-advocacy?

Counterclockwise: Langer

- 1959 simulation
- Social and cultural cues, aging

How might social media reset recovery expectations of what's possible?