



The Personalization of Wellness:  
*How to Implement & Measure  
Programs that Target Unique Demographics*



The Health & Wellness Institute™  
*health management solutions*

# What do you do?

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- Focus on the individual
- Make engagement *the* priority
- Maintain ~~an integrated~~ delivery platform  
*a coordinated*



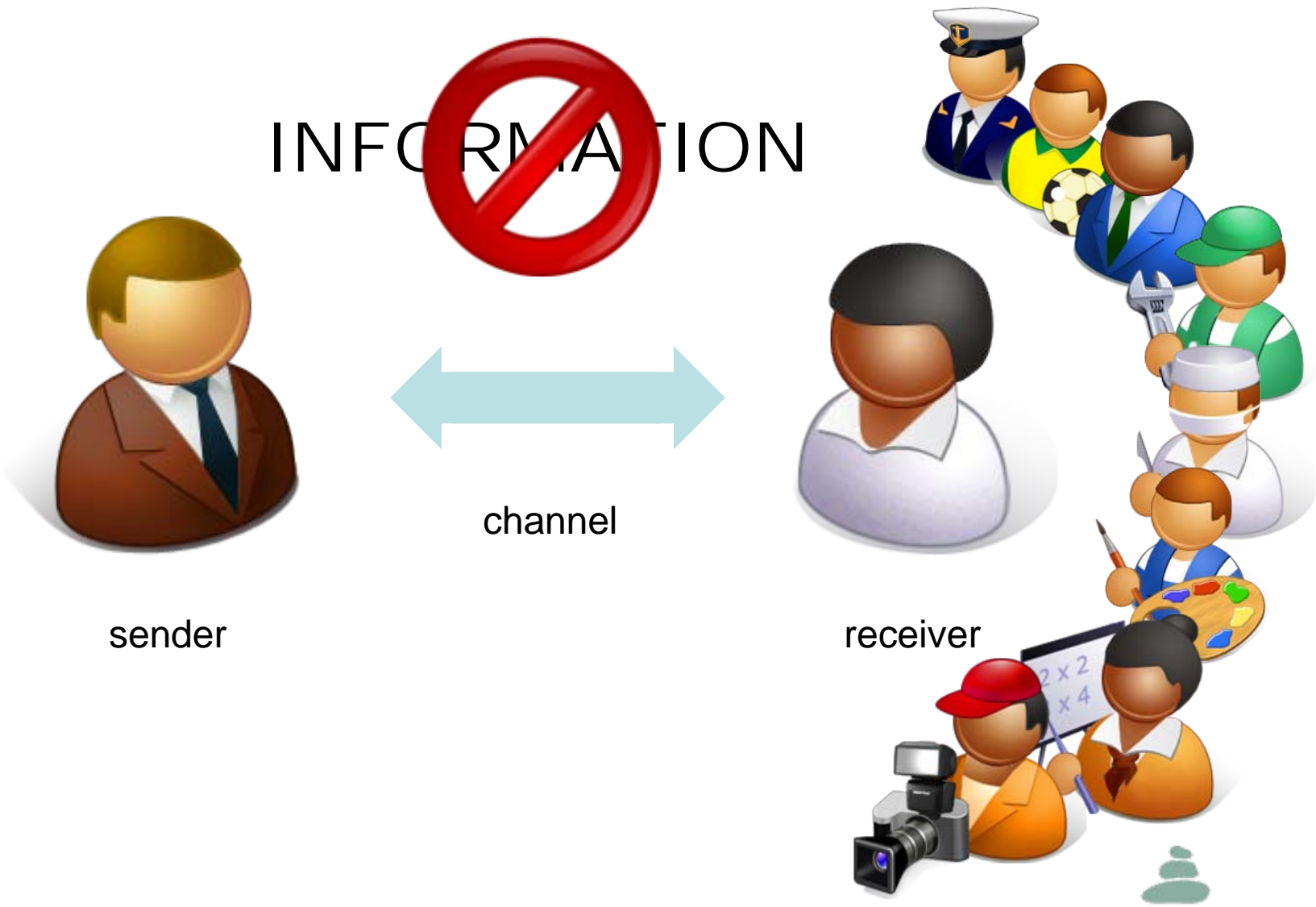
# Types of Personalization

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- Profile / Group based
  - Individual
  - Aggregate
- Behavior based
  - Action / Activity driven
- Collaboration based
  - Content based upon personal preferences combined with those of like-minded others



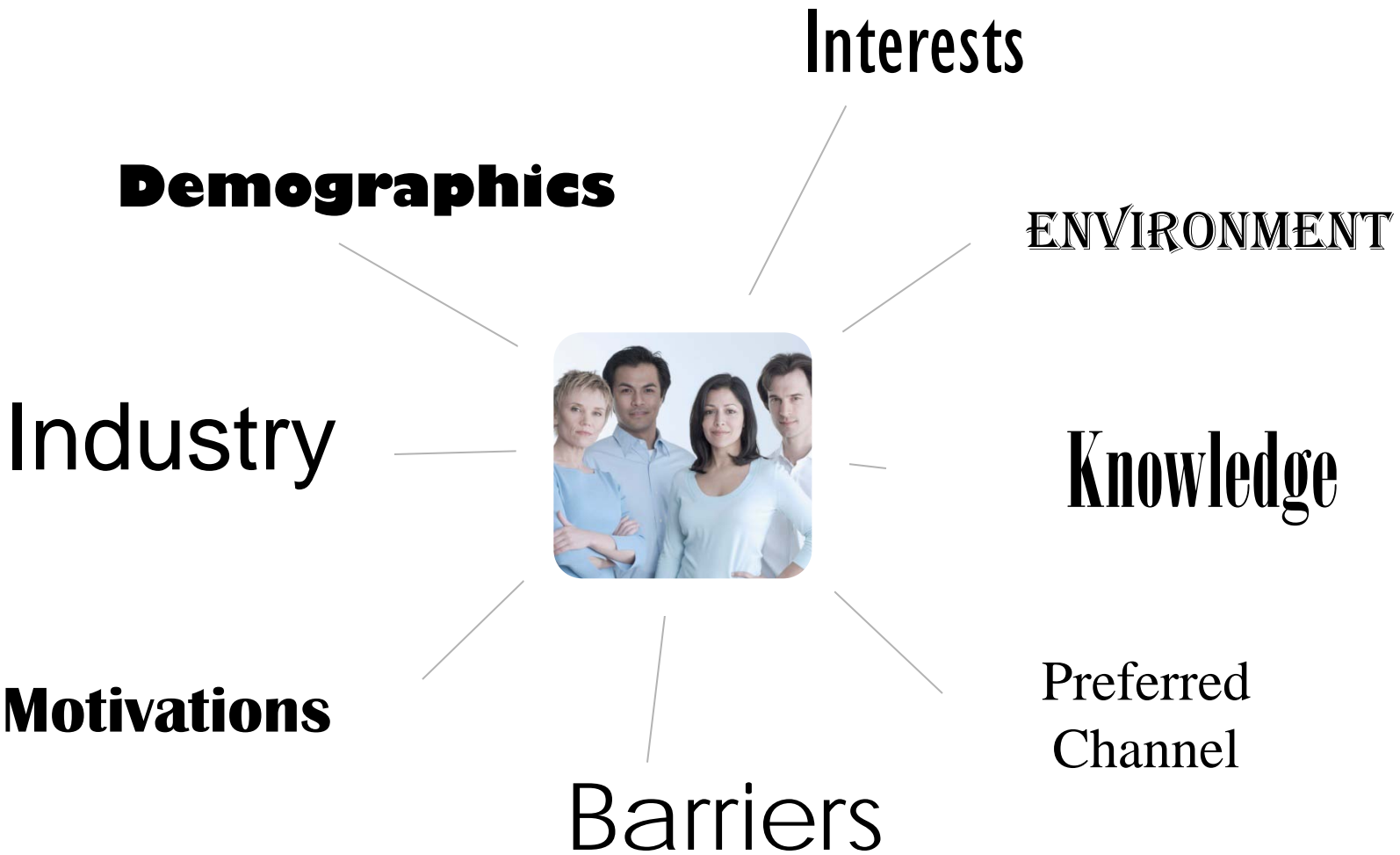
# Communications Model



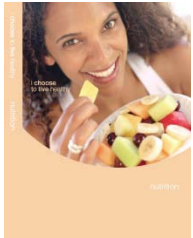
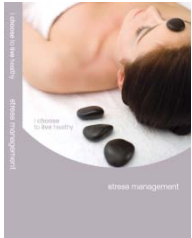
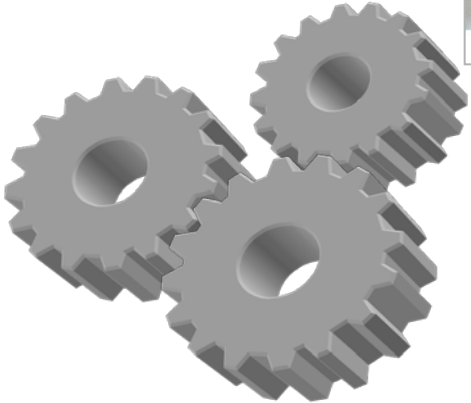
# Your Challenge



# Step 1: Focus on the Individual



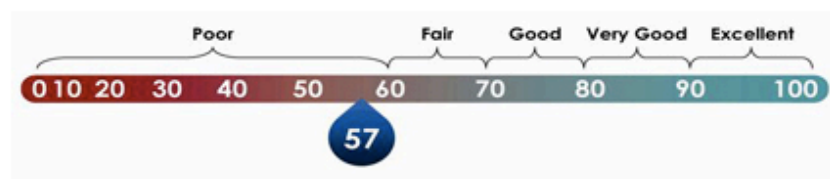
# Multichannel Offering





## Hello yourpha.com Demo!

Welcome to the **yourpha Wellness Portal** - your customized source of personal health information and wellness resources. The Portal provides an overview of your health risks and links to the prevention resources that best meet your needs. We'll make sure your Wellness Portal has the most up to date resources to help you achieve your health goals. It's your responsibility to make the most of them!



### meter ranking

The meter shows how your health risks, daily actions, and attitudes impact your overall wellness. Your score, 57, means that your overall Health & Wellness is poor. Since you need significant improvement in many areas, your Personal Health Profile focuses on your three highest risk areas.

High Risk

Medium Risk

Low Risk

See Full Report



#### Tobacco & Alcohol Use

1. [i choose to live healthy:smoking cessation](#)
2. [Smokefree.gov](#)



#### Physical Activity & Nutrition

1. [i choose to live healthy:nutrition](#)
2. [Physical Activity and Nutrition Trackers](#)



#### Medical Risks

1. [i choose to live healthy:weight management](#)
2. [U.S. Department of Health & Human Services](#)

### health screening results

Below you will find the results to your health screenings. Compare your results to the desirable ranges. Screenings highlighted in red indicate that they are outside the desirable ranges recommended for you. \*

#### Your Readings:

Weight	211 lbs
BMI	30.27
Blood Pressure	120/80
Cholesterol	<a href="#">Add Info</a>
Glucose (non-fasting)	120 mg/dl

#### Desirable Ranges:

Weight	129-174
BMI	18.5-24.9
Blood Pressure	< 120/80
Cholesterol	< 200 mg/dl
Glucose (fasting)	70-110 mg/dl
Glucose (non-fasting)	< 140 mg/dl

#### Just For You:

[EAP](#)  
[Disease Management](#)

#### Wellness Tools:



[Stress Management](#)



Your Reward Points:  
[View Now](#)

# Step 2: Engagement

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incentive

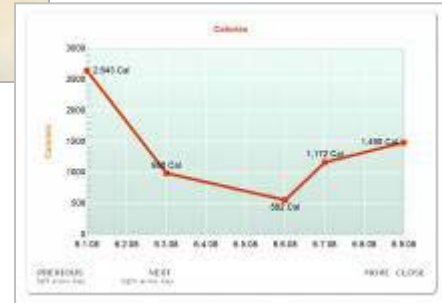
trust

relationship



# H.I.T.S.

- Track participation
- Streamline administration
- More accurate and efficient than paper
- Accepts and outputs data feeds
- Secure



+ ABC Health Plan

## - Healthy Worksite Incentive Program

Start Date: 3.01.09  
End Date: 12.31.09  
Description:

Your Points  
**95 Points**  
Current Points Leader  
55 Points

Test User  
Enrollment Date: 3.13.09

[Change Password](#)  
[Logout](#)

Compliance & Rewards

Milestones & Steps

Activities



+ Gold

+ Silver

+ Bronze

Current Compliance Level:  
**Silver**

Last Completed Step:

Sign Pledge

Next Step:

Select remaining elective or health risk step

Your Last Activity:

Sign Pledge

**95** Points accumulated

### Rewards

- 25 points: \$25 VISA Card
- 60 points: \$50 VISA Card
- 75 points: \$75 VISA card
- 160 points: iPod Raffle
- 200 points: 1 Day Off



**+ ABC Health Plan**

Test User  
Enrollment Date: 3.13.09

**- Healthy Worksite Incentive Program**

Start Date: 3.01.09  
End Date: 12.31.09  
Description:

**Your Points**  
**95 Points**  
Current Points Leader  
95 Points

» Change Password  
» Logout

**Compliance & Rewards**

**Milestones & Steps**

**Activities**



**+ Gold**

**+ Silver**

**-**

**Current Compliance Level:**  
**Silver**

Last Completed Step:  
Sign Pledge

Close

**Milestones for the "Bronze" Compliance Level:**

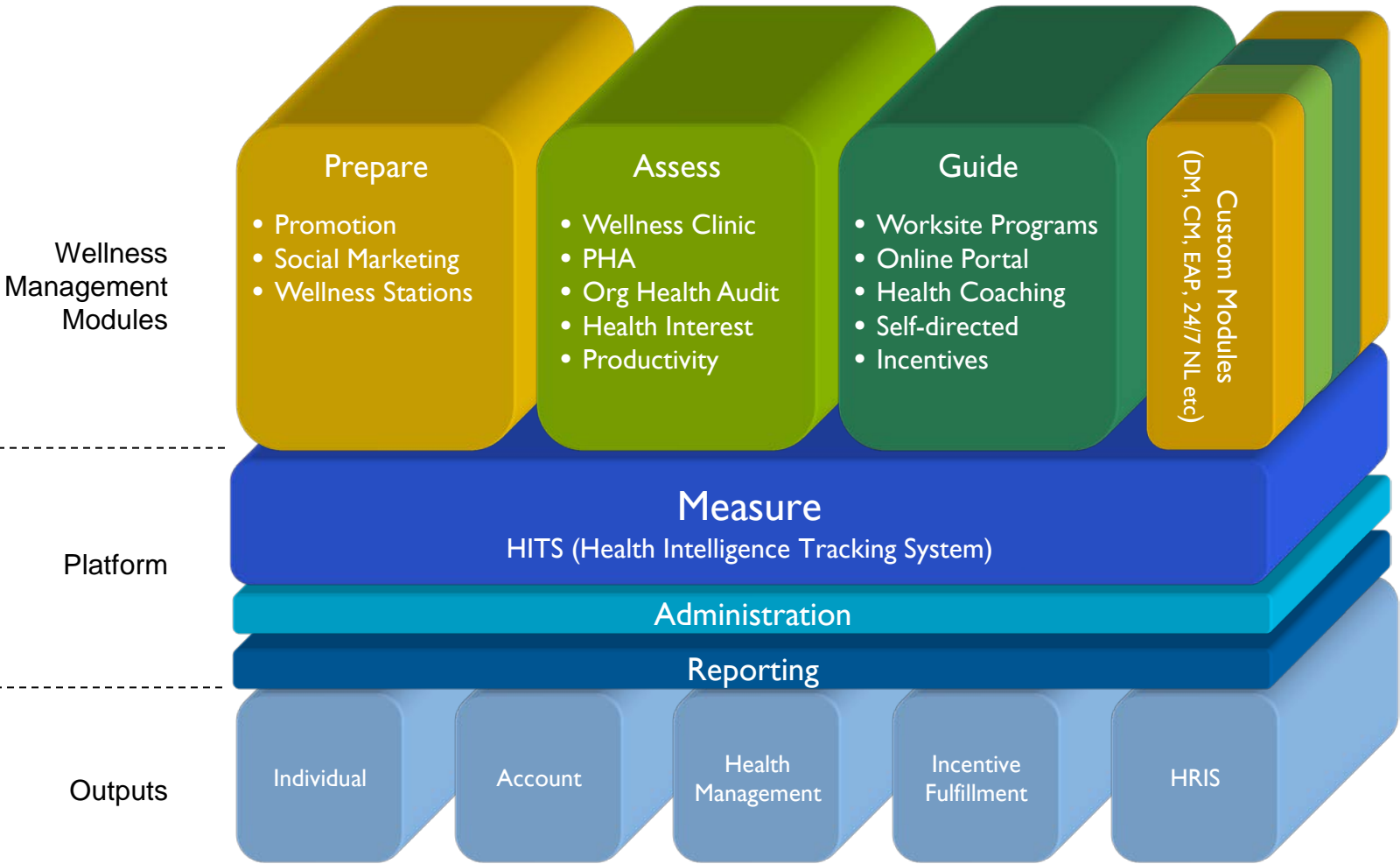
- Enrollment
- Enroll in Healthy Worksite Wellness Program
- Sign Pledge

Your Last Activity:  
Sign Pledge

**95** Points accumulated

150 points: iPod Raffle  
200 points: 1 Day Off

# Step 3: Coordinated Delivery



# Advantages of personalization

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- More relevance, more engagement
- Better information
  - increases the reliability of information
- Address ongoing needs, challenges, or opportunities
- More timely delivery of message



# Challenges to Personalization

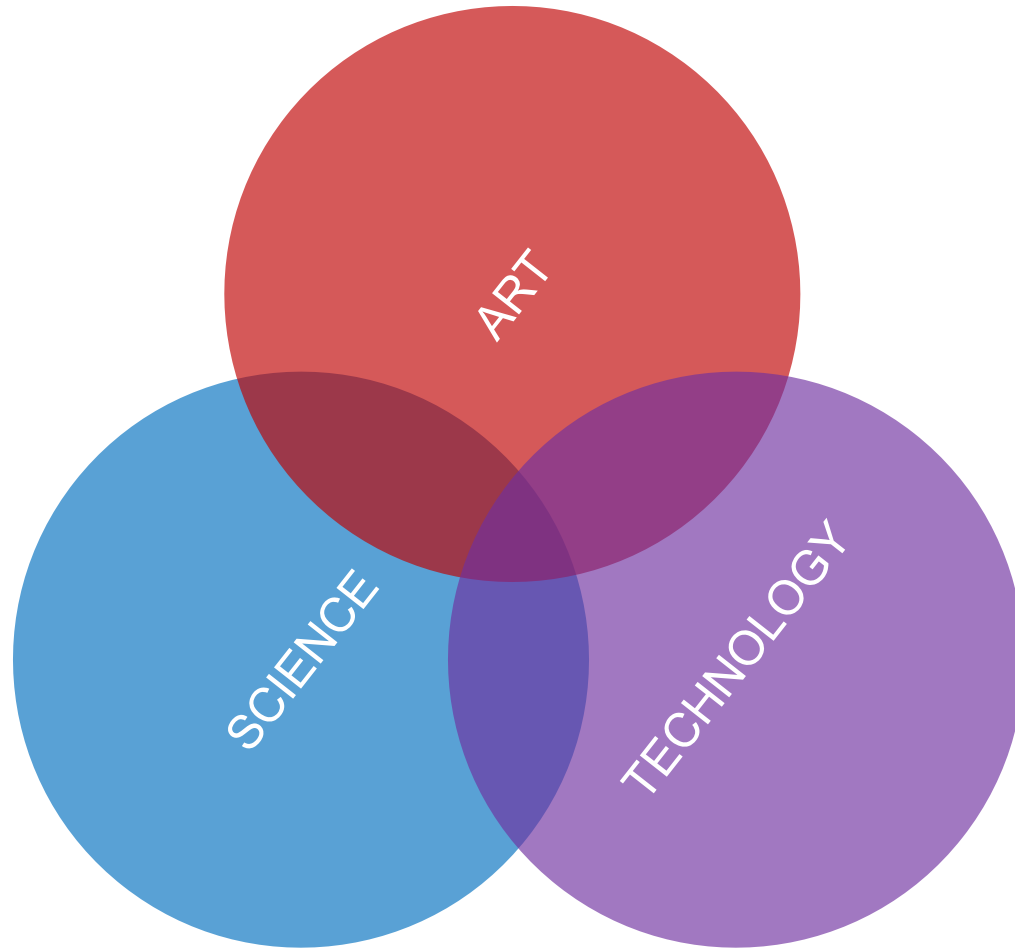
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- Anonymity preferred
- Lack of relevance
- Security concerns
- Perceived value of potential benefits
- Difficult



# Identify your Gaps

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# Summary

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- Focus on the individual
- Make engagement a priority
- Maintain ~~an integrated~~ delivery platform  
*a coordinated*



# Thank you

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