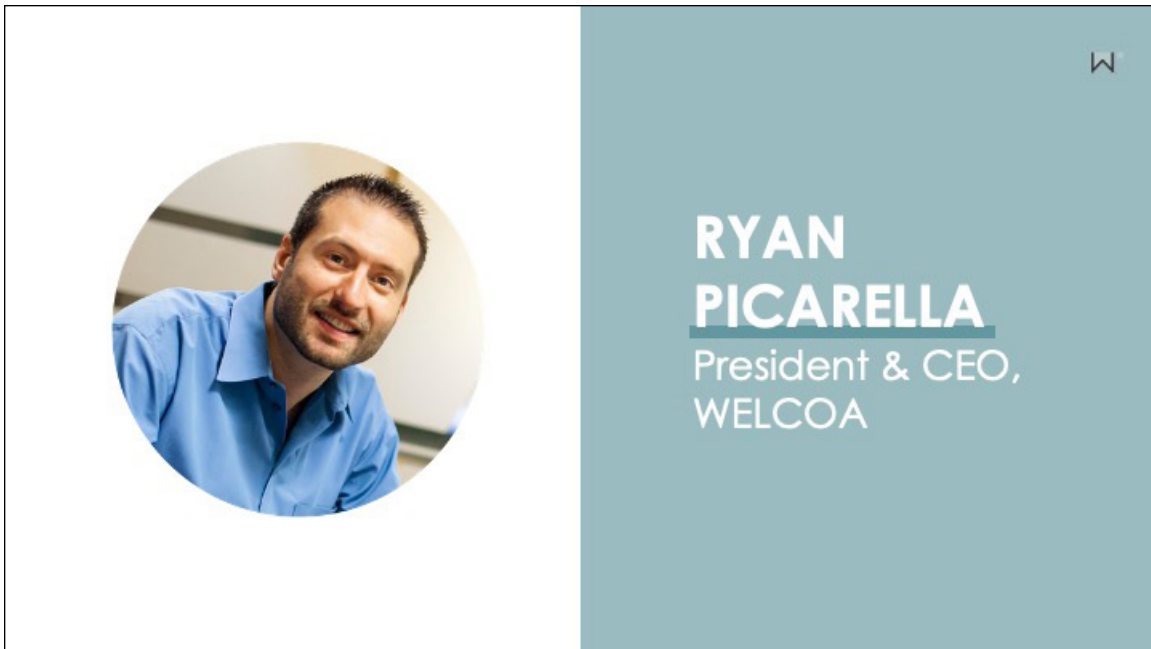


PPN Webinar - 5 Health Personalities: The Smart Way to Improve Member Engagement

Bryan Noar • VP Strategic Partnerships, SelfHelpWorks



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A WELCOA PREMIER PROVIDER NETWORK WEBINAR WITH 



BRYAN NOAR
VP Strategic Partnerships
SelfHelpWorks

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5 Health Personalities: The Smart Way to Improve Member Engagement

- The 5 distinct health personalities
- How each personality is motivated
- What messaging they respond to
- Results of case studies

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Who Is SelfHelpWorks?

Established 1999

- Online courses for eliminating hard-to-break habits
- Previously taught live (hospitals, clinics, large corps.)

Used By

- Leading Wellness Vendors
- Health Plans
- Providers
- Over 1,000 employers



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What We Do



Drive 15 chronic conditions

Accounting for 80% of total costs for all chronic illnesses worldwide

- | | |
|----------------------------|------------------------------|
| 1. Diabetes | 9. Allergies |
| 2. Coronary Artery Disease | 10. Sinusitis |
| 3. Hypertension | 11. Depression |
| 4. Back Pain | 12. Congestive Heart Failure |
| 5. Obesity | 13. Lung Disease (COPD) |
| 6. Cancer | 14. Kidney Disease |
| 7. Asthma | 15. High Cholesterol |
| 8. Arthritis | |

Source: AON Hewitt Annual Health Care Survey



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How We Do It

Cognitive behavioral training process

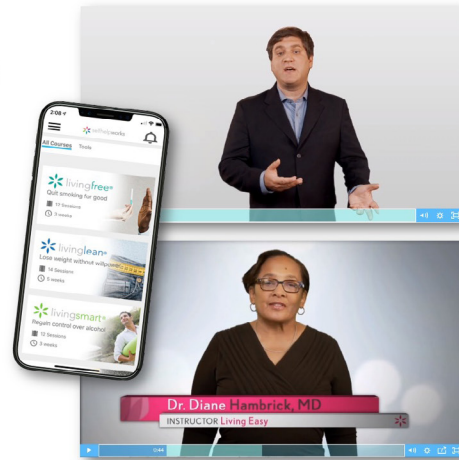
- Derived from Cognitive Behavioral Therapy (CBT)
- Combined with health coaching methodology

Stand-alone self guided online training courses

- Video-based
- Simulates live personal training

Optional live 1-on-1 engagement services

- Qualified experts trained in SelfHelpWorks methodology

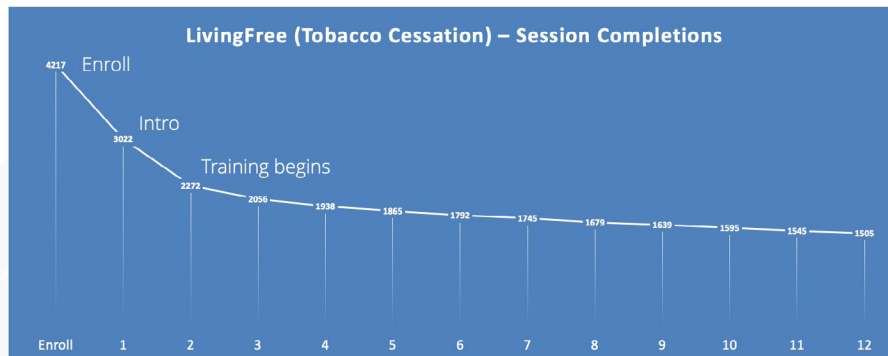


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The Age-Old Challenge

How do we get "resistant" participants to start engaging?

- Trying to change a hard-to-break habit is intimidating!



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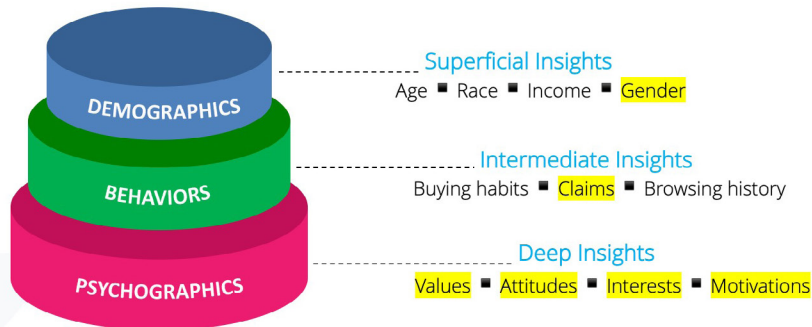
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The Key to Effective Engagement: Personalization!

The health industry is good at gathering data to see who to engage, but ...

- To truly engage a person you must know why they do what they do



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The Value of Psychographics

Allows you to tailor your communications to

- Align with their values and beliefs
- Resonate with their priorities and preferences
- Speak to them in their “language”
- Make sense to them based on how they see the world



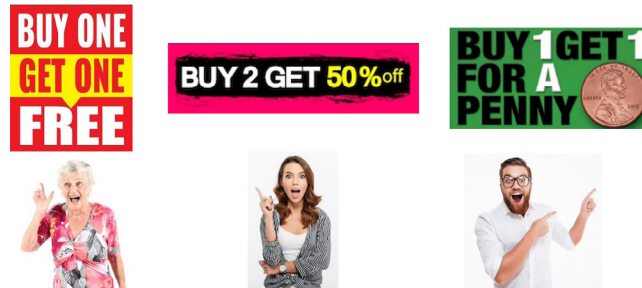
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Psychographics in Consumer Marketing

Different people respond to different ways of saying the same thing



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Psychographics in the Health Industry

Adult populations can be classified into 5 distinct "health personality" segments using a short algorithm-driven 12 question survey

- 91.1% accuracy
- Developed by health consumer experts

Goal Achiever 19%		Proactive, motivated by goals, measures; treatment and screening diligence; task-oriented, challenge driven
Wellness Chooser 17%		Proactive and wellness-oriented; open to ideas and options; self-defined success; providers are resources
Nurturer 18%		Busy with things other than health; reactive to personal health, proactive with family health
Provider Oriented 15%		Deeply trust healthcare providers; visit doctor at first sign of issue; may not follow advice due to other responsibilities
Today Oriented 31%		Live in the here and now; do what they like, when they like; self-reliant and resilient; only visit doctor or address health issues when necessary



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Health Attitudes & Behaviors

Strongly Agree or Agree	Goal Achiever	Wellness Chooser	Nurturer	Provider Oriented	Today Oriented
There are better things in life to focus on than healthy behavior	7%	5%	17%	13%	42%
I don't want to give up the things I enjoy; I may over-indulge in unhealthy habits (e.g. eating, alcohol, smoking), but I enjoy these habits	19%	23%	44%	39%	49%
I have an unhealthy lifestyle; I just can't change my habits	7%	6%	18%	18%	32%
I consider myself a "couch potato"	16%	12%	25%	31%	37%
I accept my current state of health and therefore I don't do anything to change it	10%	10%	13%	15%	27%
I know I should be doing things to be healthy, but I don't make my health a priority	14%	17%	34%	34%	46%



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Goals & Health Outlook

Strongly Agree or Agree	Goal Achiever	Wellness Chooser	Nurturer	Provider Oriented	Today Oriented
I have definite goals for myself in the future	71%	74%	58%	56%	49%
I believe that I can directly influence how long I will live, regardless of my family history	79%	83%	72%	68%	57%
My future health depends on what I eat today	86%	90%	70%	72%	63%
The future benefits I would experience from healthy behaviors today make the effort worth it	89%	88%	68%	69%	54%
I actively take steps to prevent illness	89%	85%	61%	68%	55%
I don't treat my health conditions until I am really sick	17%	33%	46%	24%	46%



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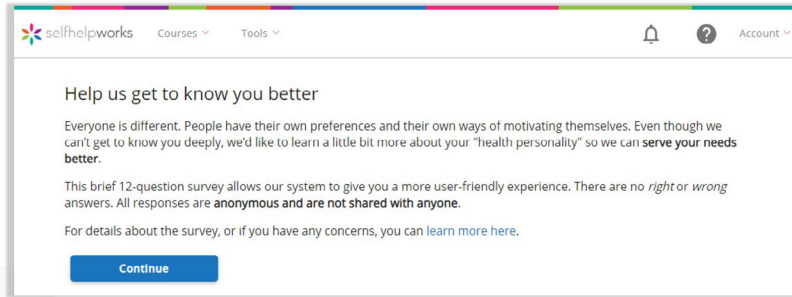
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How SelfHelpWorks Uses this Information

Before giving the 12-question survey ...

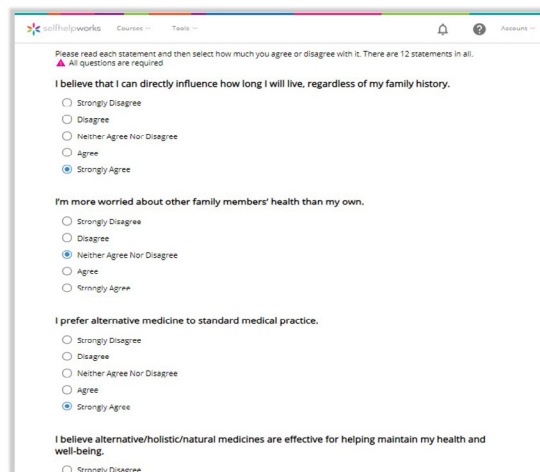
- Explain and reassure



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How SelfHelpWorks Uses this Information

The survey ...



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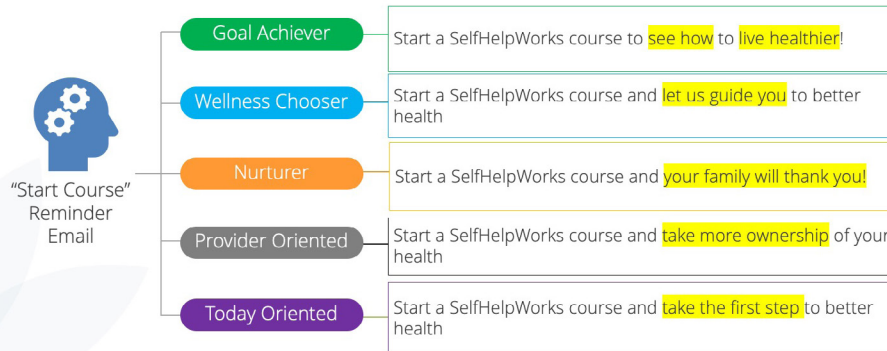
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How SelfHelpWorks Uses this Information

Segmented email – shows subject line only

- Communicate with each segment in a way that resonates with them

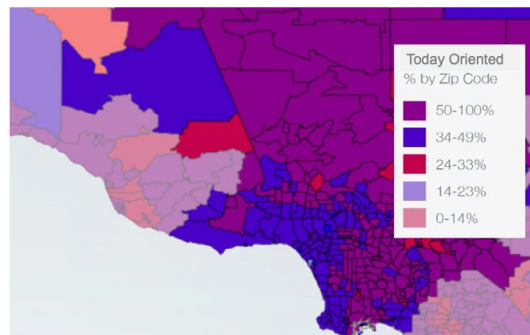


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Big Data: Health Segmentation by Zip Code

Enhances efficacy of messaging without the 12-question survey

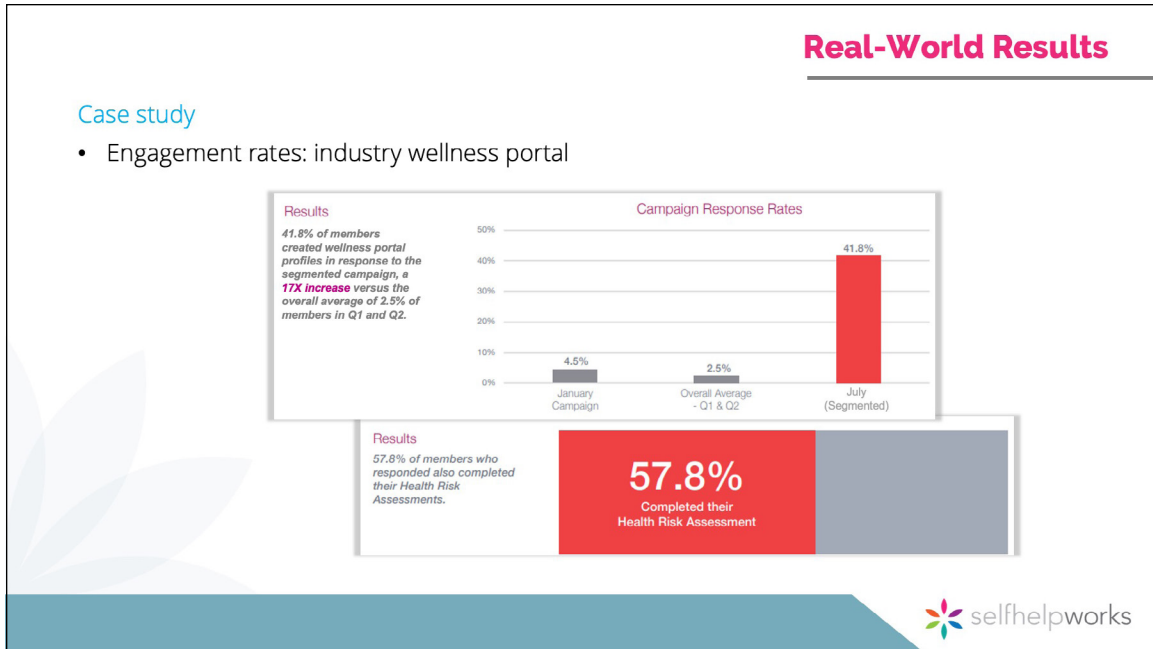
- Less effective than 12-question survey but more effective than nothing



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Thank You!

To download a summary of the 5 health personalities:
go.selfhelpworks.com/welcoa-2020-webinar-report

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livingeasy® livingfit™ livingsmart® livingwell™

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