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Prevalence of Digital Engagement

- 1/3 of Americans live in a household with 3 or more smartphones
- 4 in 10 adults 65 and older own a smartphone
- 53% of adults own a tablet
- In 2018 a reported 89% of adults in the US have at home internet

Smartphone Prevalence

Age

- 18-29
- 30-49
- 50-64
- 65+

Ethnicity

Ethnicity

- White
- Black
- Hispanic

Socioeconomic Status

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- >30,000
- 30,000-49,999
- 50,000-74,999
- 75,000+

<http://www.pewinternet.org/fact-sheet/mobile/>

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Digital Health Landscape

- Mobile digital health is a billion dollar industry
- 318,000 health apps and 340 consumer wearable devices worldwide
- Consumers are starting to own their own health
- 56% of baby boomers have sought online medical help or advice, while 42% of millennials and 31% of the Gen X population have done so
- A survey of 213 employers showed that 50% engage their employees with mobile apps, and 34% use wearables





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Wellness Engagement Platforms



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Digital Health Coaching



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Health Apps

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Wearables

	<ul style="list-style-type: none"> Heart rate monitor Step counter Sleep tracker Cost effective Easy interface 	<p>This company saved \$300k on insurance by giving employees Fitbits</p>
	<ul style="list-style-type: none"> Calorie tracker Exercise tracker Heart Rate Monitor GPS Pairs with Apple health kit Texting capabilities 	<p>HEALTH CARE</p> <p>Aetna giving 50,000 Apple Watches to employees, deduction to customers buying them</p>

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Vetting Digital Health Programs

- Efficacy / Effectiveness
- Grounded in Behavioral Science
- Leverages Data Science & Quality Improvement
- Engagement
- Usability / Design
- Retention
- ROI / VOI
- Customer Recommendations
- Is it best-in-class for its category

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Success Stories

Jackie joined the digital DPP program her employer offered. She receives health coaching and support from people “like her” in the privacy of her own home. She gets suggestions on easy healthy meal options and encourages her group mates to stay on track. Data from her Fitbit and Bluetooth scale are sent to her coach and hold her accountable. It’s the first time she feels the changes she is making are sustainable. She has lost weight, reduced her A1C and feels great!

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Success Stories

Adam was resistant to make an appointment to see a therapist. He knew it would never fit neatly into his schedule. He overheard someone on a plane talking about the virtual therapist they have “appointments” with, and message regularly. Adam was shocked to learn that his company offered access to such a program. Adam has been “seeing” a therapist and using an app she recommended for guided mindfulness sessions. It’s helping a lot and is getting him back on track with his health while putting work life into perspective. He’s never missed an appointment. Once he even did an appointment while waiting in the airport terminal!

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Thank you!

Please contact us with any questions!

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