The Engagement Chasm

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[Image of a healthcare professional and a child]

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**The Engagement Chasm**

Awareness

Finding Me

Early Market

Support Me

Experience

Understanding Me

Inform Me

Behavioral Economics

Engage Me

Activation

Inform Me

People Who Want Newest Things

People Who Want Complete Solutions and Convenience
Current State: Engagement

There is also low engagement in H&W programs

- Fewer than 20% of members self-reported participating in H&W programs (Emerging Topics Survey)
- Gallup reported that 26% of those surveyed (Anthem & Non-Anthem) participated in H&W programs
  - 68% claimed programs were through their employers
  - 27% claimed they were through their health insurance

Adoption is Low

*How have consumers used online health services in the past 12 months*

- 38% Looked up health information online
- 27% Used Care Provider or Insurer’s Website
- 25% Used Apps
- 26% Used a website to make an appointment, check lab results or manage prescriptions
- 22% used a device to track their health
- 22% stored health information electronically
- 20% communicated with healthcare or health insurance professionals
- 13% participated in an online support group

Parks Associates
What Consumers Want

AON, Consumer Health Mindset Report

Building Foundational Competencies

- Relationship
- Connectedness
- Communication, Relevance and Context
- Activation – confidence, skills, ability

Anthem
Engagement Framework – Focus on Behaviors

The CFAH Engagement Behavior Framework consists of a comprehensive list of 42 measurable actions that individuals and/or their caregivers must perform in order to maximally benefit from the health care available to them. The behaviors are collected under the following 10 major headings:

1. Find good clinicians and facilities
2. Communicate with clinicians (doctors, nurses, others)
3. Organize care (appointments, records, referrals)
4. Pay for health care
5. Make treatment decisions
6. Participate in treatment
7. Make and sustain lifestyle behavior changes
8. Get preventive health care
9. Plan for the end of life
10. Seek health knowledge

Simplicity and Clarity of Communications

CAUTION

THIS SIGN HAS SHARP EDGES

Do not touch the edges of this sign

BRIDGE OUT

Also, the bridge is out ahead
Conclusion:
The best approach is multi-dimensional

Levers that have an influence on effectiveness

Communication
- Are people aware?
- Are they reminded?
- Do you know their preferences?

Ease of Use
- Simplicity... "one click rule"
- Process... understand the decision-making steps

Motivation
- Use languages to counteract bias

The Power of Groups
- Peer support
- Social influence

Culture Matters
- Policies
- Message and Behavior Alignment... "do what you say"
Questions and Thank You