

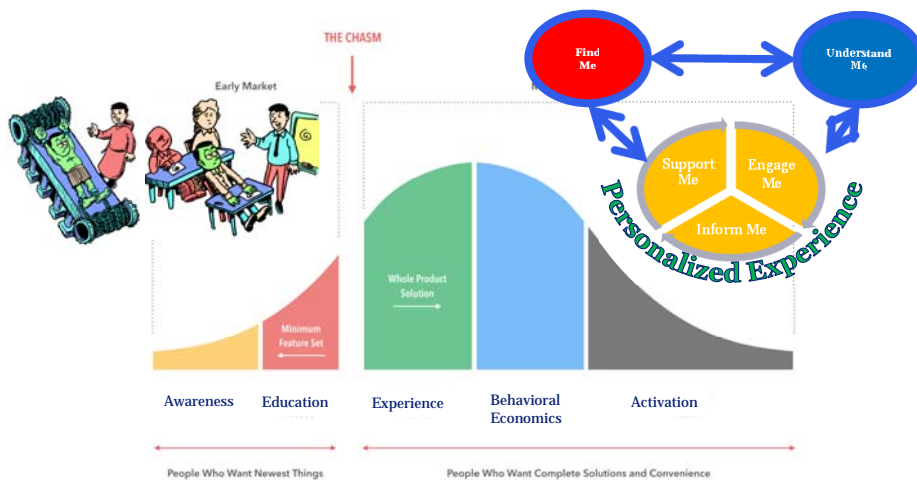
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The Engagement Chasm

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The Engagement Chasm



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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

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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

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What Consumers Want

Design with Intent



Reduce Unnecessary Expense



Engage Participants



Improve Health & Workforce Performance



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AON, Consumer Health Mindset Report

Building Foundational Competencies

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

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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

Center for Advancing Health

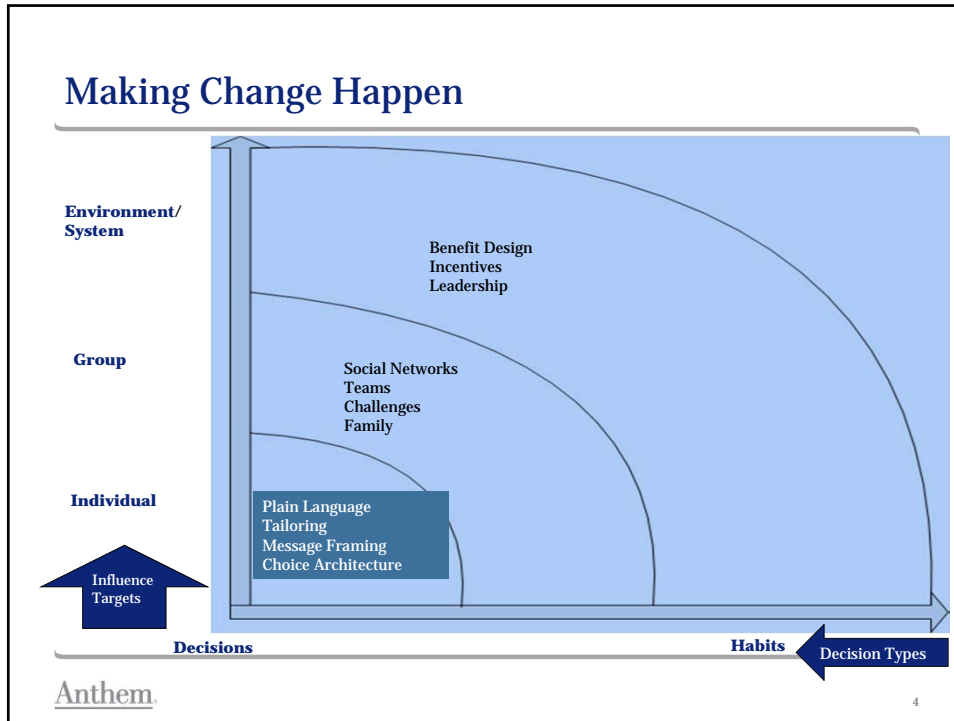
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Simplicity and Clarity of Communications



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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 counter act bias

The Power of Groups

- Peer support
- Social influence

Culture Matters

- Policies
- Message and Behavior Alignment.... "do what you say"

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Questions and Thank You

