



## HERO Forum17 Campfire Chat

### *Welcome to the Jungle: Keeping Pace with the Amazon-Like Speed of Personalization*

**Facilitator: Cherie Buraglio, MEd, Executive Director, Product Innovation, HealthFitness**

**Date/Time: Wednesday, Sept. 13, 10:45-11:20 a.m.**

#### **Abstract**

Recent research notes 75 percent of employee participants indicated personal touch is important in their health, wellness and fitness program and should come from knowledgeable “live” experts—coaches and specialists—who are credible, engaging, easy to access and provide one-on-one support for their specific needs. These results are not surprising as leading consumer brands such as Amazon, Facebook and others know how best to connect with their customers and what drives their decisions. And our industry has made strides in crafting recommendations based on leveraging risk data and demographic information. But the challenge remains how our industry can compete for the hearts, minds (and attention spans!) of participants expecting a high degree of personalization. In this session, Cherie Buraglio, HealthFitness executive director, product innovation, addressed the challenge employers face providing a personalized experience for wellness program participants and lead a discussion around best practices.

#### **Discussion Summary**

##### **Question 1: What’s your favorite app/site and is it well-being related?**

Not surprisingly, many of the Campfire participants mentioned apps such as Amazon, Netflix and Spotify and it led to a healthy discussion. We realized that, although admirable, these companies engage consumers on an entirely different level. These leading brands speak to the value consumers place on convenience. And the commonality is that consumers know they will get *something*—a tangible good or service in return. Our industry, in comparison, speaks to a worthy, yet constantly evolving set of values. We continued to go back to consider what we could learn and leverage from these leading consumer app/sites. Well-being is not one-click and you’re done, it’s much harder. We considered how we could make our programs easier and have more instant gratification like the app/sites mentioned earlier.

Cherie Buraglio shared/discussed statistics HealthFitness found in a recent study<sup>1</sup> to understand why individuals participate, and more importantly, why they don’t participate in well-being programs (health assessment, screening, challenges, seminars, coaching) offered and frequently incented.

##### **Question 2: People say they don’t use apps/sites promoting well-being programs because they didn’t know about it. How can that be?**

Information and process overload was a primary reason mentioned. Participants spoke to getting so many emails and not knowing which ones were relevant, not to mention having to remember multiple passwords.

### **Question 3: How do you get the word out if you don't have an app/site? How do you drive people to your website?**

This is where we started getting into the whole notion of personalization and how it extends beyond technology to encompass in-person outreach, including snail mail and incentives. Technology might be able to draw well-being program participants in and make it convenient but a personalized approach can lead to continued engagement. As one of the Campfire participants put it, "Ask consumers what they want to know about: "Would you like to know more about this? If yes, then...." We also need to look beyond metrics and understand participants' mindset and understand who they are psychologically. This will enable us to build trust and continue speaking to their values.

The group also discussed the fine line of knowing what type of data to use in personalization without alarming or creeping out the individual. People are more protective of health-related information than other types of personal data, including financial. The bottom line was the need to build trust as part of our initiatives.

### **Question 4: What if we promoted values (anyone who wants to look better, feel better...) in different communication streams – versus biometric goals (BP)**

We had a great discussion around values being synonymous with motivations and ensuring we as practitioners appeal to the right motivations, which of course are subjective based on the participant. One woman from the Bay Area gave a great example of riding her bike to work. Her colleagues praised her but the reality was that she did it because parking was expensive and traffic terrible. Biking was the fastest, cheapest way. Those were her motivations that led to a healthy behavior.

## **Conclusion**

It comes back to meeting people where they are. One of the Campfire participants mentioned how, at their local State Fair, they had a smoking cessation campaign that showed how much could be saved by not smoking – buying a car in five years. It's a message that speaks to them no matter who they are or where they are. Values won't necessarily lead immediately to healthy behaviors so we can't discount policy and environment when creating a culture of health where it's easier for these behaviors to take root. We need to remember that "small" doesn't mean "trivial" and that five- and three-minute exercise or healthy snack breaks matter. Middle-risk folks are afraid to move. Give them small wins, so they can see the outcome and move from there. We also discussed how we typically assess a person's needs and interest once a year and continue to do any personalization based on that single mark in time. We need to have a variety of ways (our industry needs to figure out how to use available data from trackers, etc.) to assess current/daily values and priorities as they continue to evolve and change as a person's life evolves and changes day-to-day.

1. HealthFitness. 2016. Engage Me Report. Available at: [http://healthfitness.com/wp-content/uploads/2016/08/Engage\\_Me.pdf](http://healthfitness.com/wp-content/uploads/2016/08/Engage_Me.pdf)