



Frictionless Healthcare: Fueling Behavior Change to Close Gaps in Care and Improve Patient Experience

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Speakers



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People are estimated to make about 35,000 decisions and see between 4,000 and 10,000 ads each day

MYTH # 1

HEALTHCARE

is different from other industries.

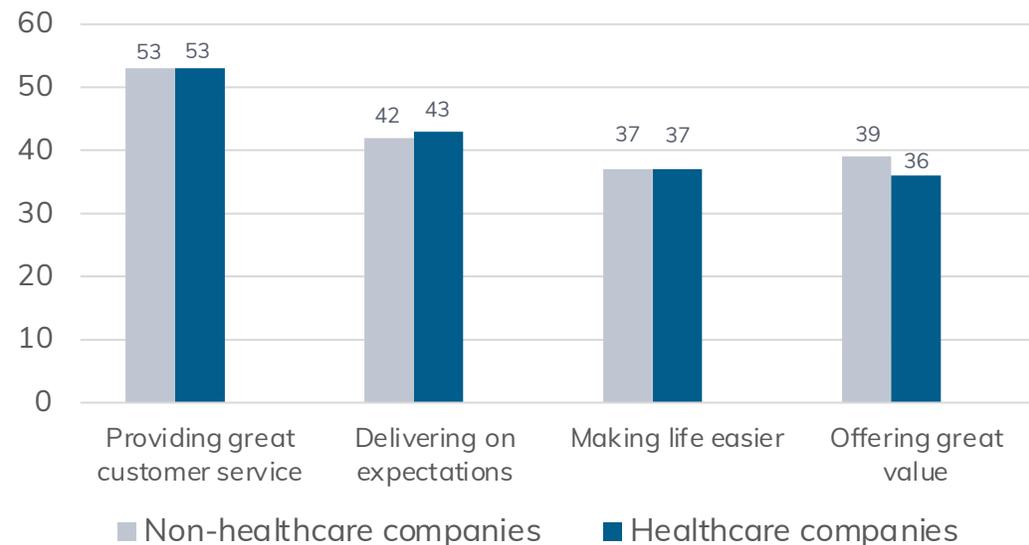
Consumers don't bring the same expectations about customer experience to healthcare that they bring to retail or tech companies.

REALITY

Our findings indicate consumers have similar expectations for healthcare and non-healthcare companies.

Participants were offered ten traits and asked to select three they thought mattered most.

Here are the traits consumers value in companies:

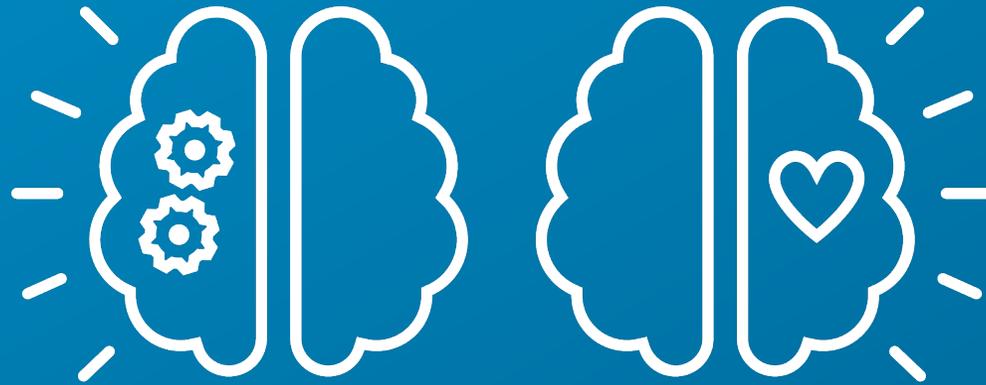




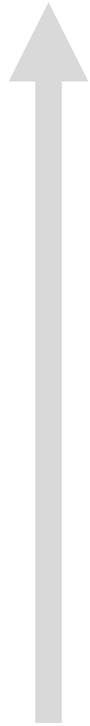
Drawing Inspiration from the World's Leading Brands



What is Behavior Science?



Fuel

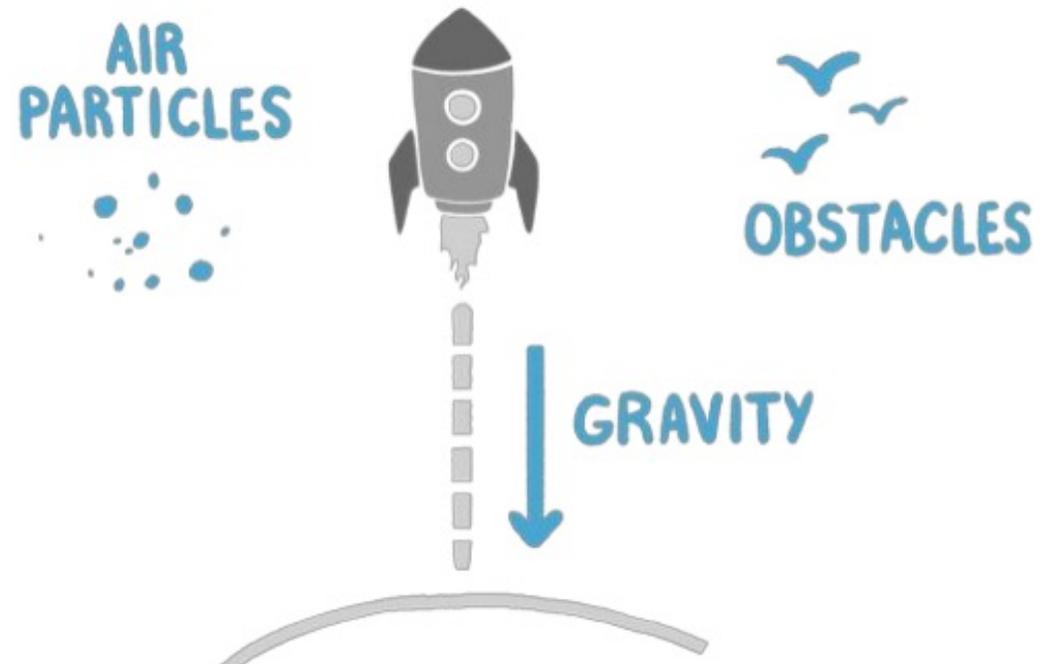


Friction



Friction

In healthcare, friction is anything that gets in the way of performing a positive health behavior, from the feeling of exhaustion that always arrives when it's time to exercise, to those patient consent forms that need to be filled out before treatment





Uncertainty

Uncertainty is when a consumer feels they are missing information, or their problem/ question hasn't been resolved. With uncertainty, it's common to feel anger, fear, or resentment.

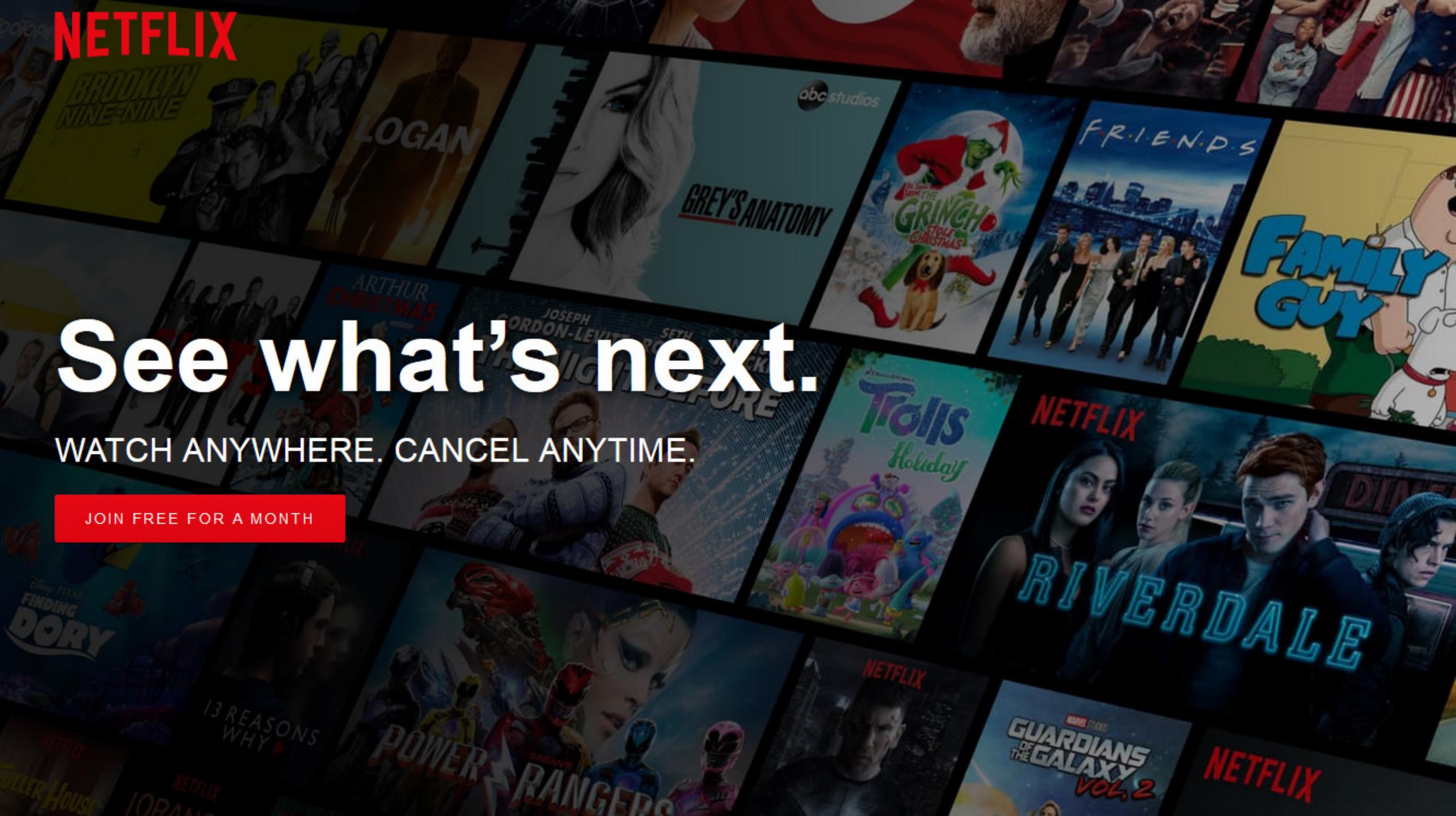


NETFLIX

See what's next.

WATCH ANYWHERE. CANCEL ANYTIME.

JOIN FREE FOR A MONTH





STEP 1 OF 3

Choose your plan.

- ✓ You won't be charged until after your free month.
- ✓ We'll remind you three days before your trial ends.
- ✓ No commitments, cancel anytime.

[SEE THE PLANS](#)

What does this mean for Healthcare?



Barriers Message

Uncover members barriers to scheduling and provide support in the moment. Use proven science to drive motivation to engage.



Barrier: Uncertainty



Barrier: Motivation



Barrier: Perceived Effort



Barrier: Cost

Loss Aversion:

People tend to avoid losses more than earning equal gains

Storytelling Effect:

People remember stories better than written facts

Spark Effect:

Members are more likely to act when the perceived effort is small

**Uncontrolled diabetes
can damage your vision.**

SEE FOR YOURSELF →

11:06



Path Health >

We understand and want to help you schedule your eye exam. So let us know how we can quickly help you. Please reply 1-5 now.

1. Afraid or nervous
2. Too busy/ don't need it
3. Transportation
4. Cost
5. Need an appointment/ doctor

I'm too busy

Delivered

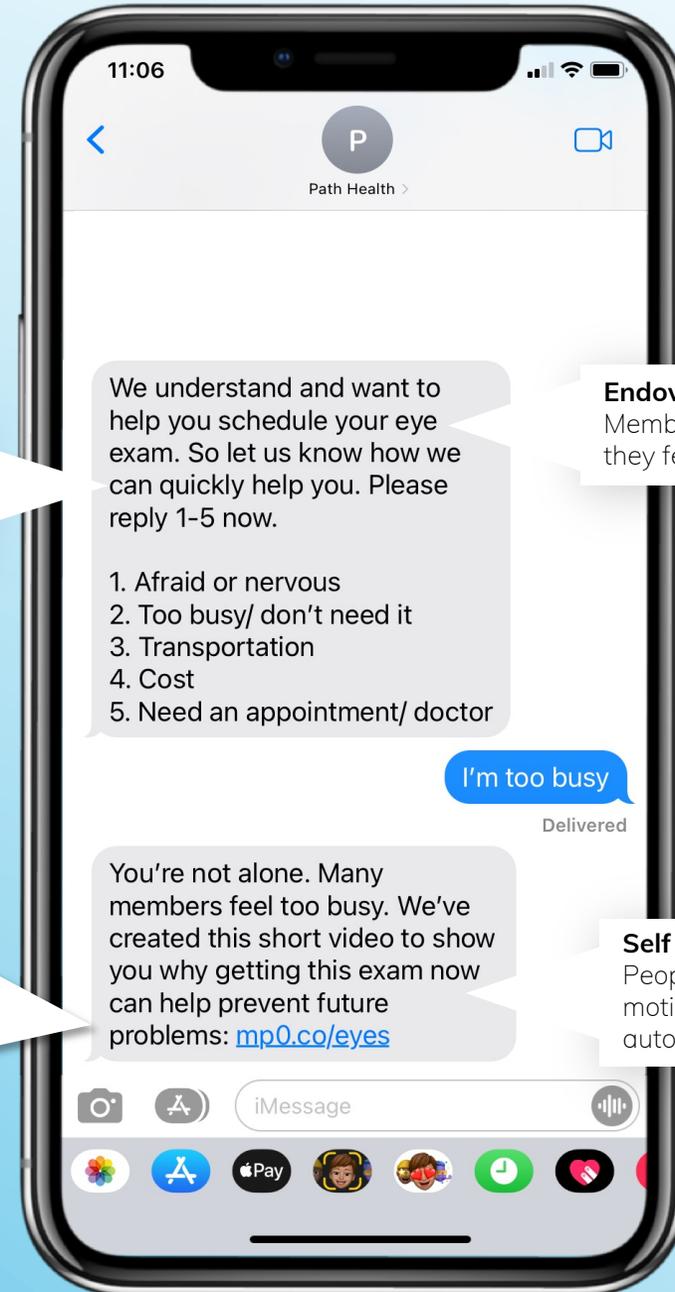
You're not alone. Many members feel too busy. We've created this short video to show you why getting this exam now can help prevent future problems: mp0.co/eyes

Endowment Effect:

Members value something if they feel it's theirs

Self Determination Theory:

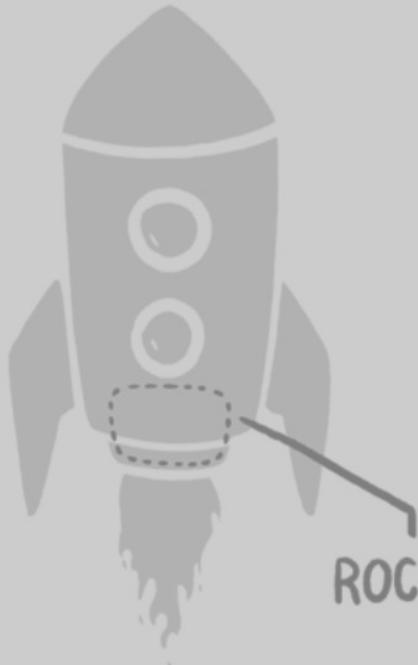
People have three main motivators: competence, autonomy, and relatedness.



Key Takeaways

- Before you start thinking of ways to motivate your patients, understand their main uncertainties and settle them.
- Make sure your patients understand what you want them to do and how.
- There can be a hundred benefit offerings, but if there's one concern or question the patients didn't receive answers to, they won't buy. If your business pinpoints and addresses the member's concerns and questions, one good reason to buy will be more than enough.
- Use credible sources. Examples: CDC recommends, your doctor recommends, etc.

FUEL



ROCKET FUEL TANK

Fuel is anything that makes a positive health behavior more appealing, from the gamification of un-fun procedures to delivering incentives contingent on good behavior.





SOCIAL PROOF

People want to be like everyone else and are heavily influenced by what they perceive everyone else is doing.

Three Motivations

The motivation to make the right decision.

The motivation to affiliate with and gain the approval of others.

The motivation to see oneself in a positive light.

Breakfast included



FOURHEADS Private Suites

 [Rome City Centre, Rome – Show on map](#)

Booked 3 times in the last 6 hours

Double Room 

In high demand - only 3 rooms left on our site!

Superb 
305 reviews

Location 9.7

€ 88

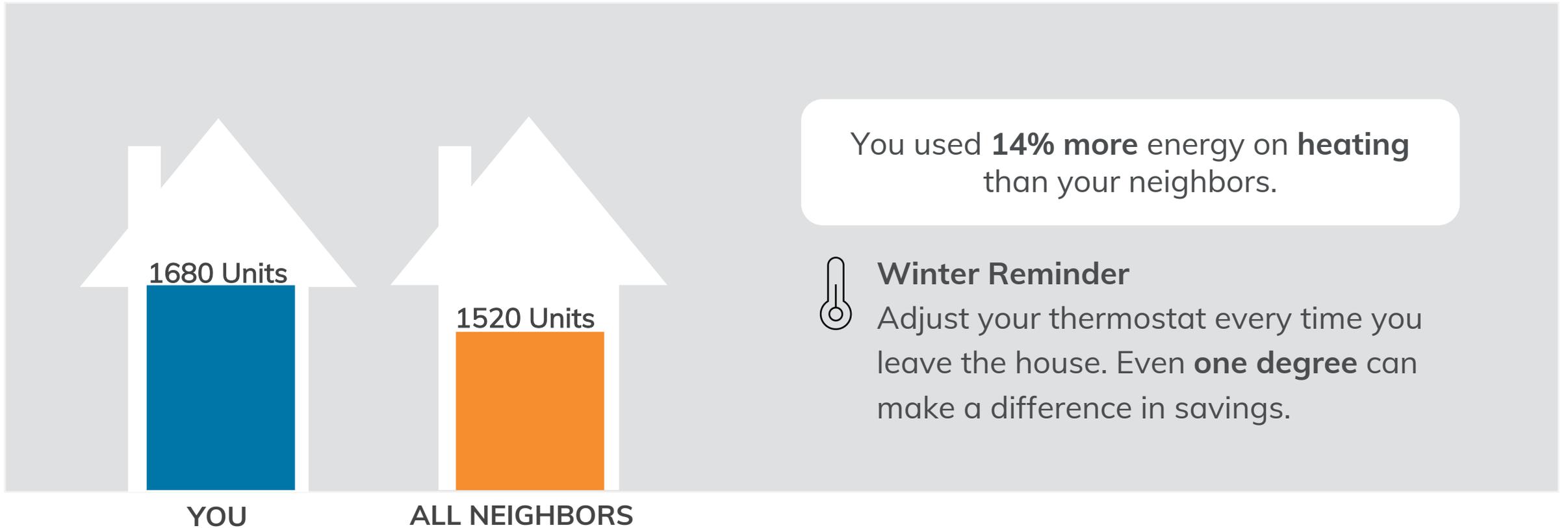
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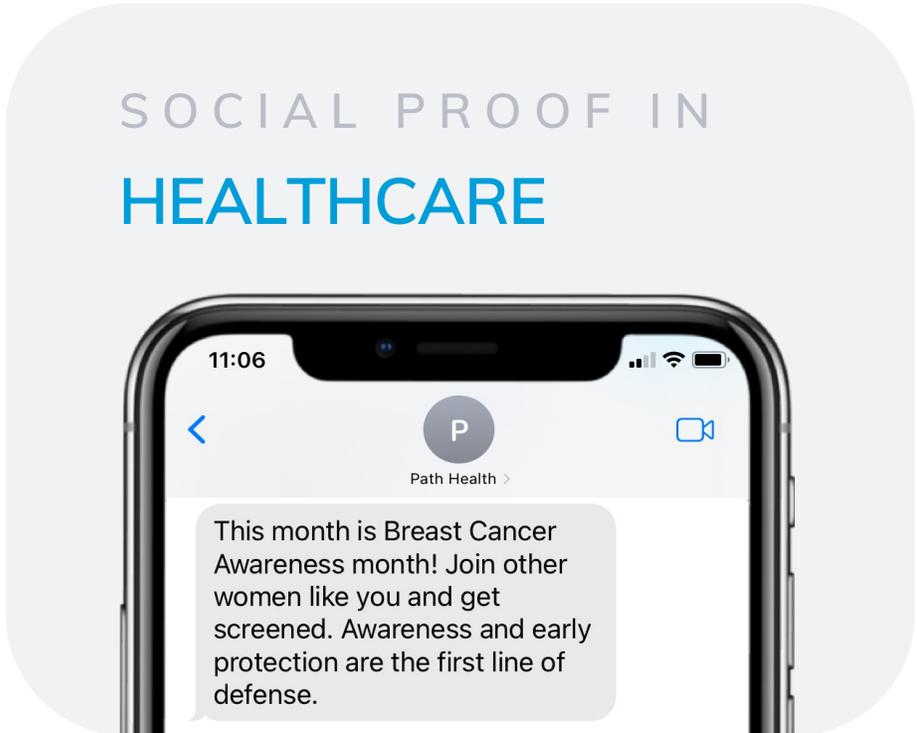
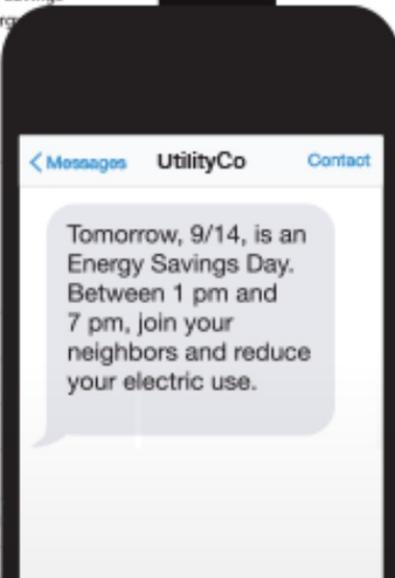
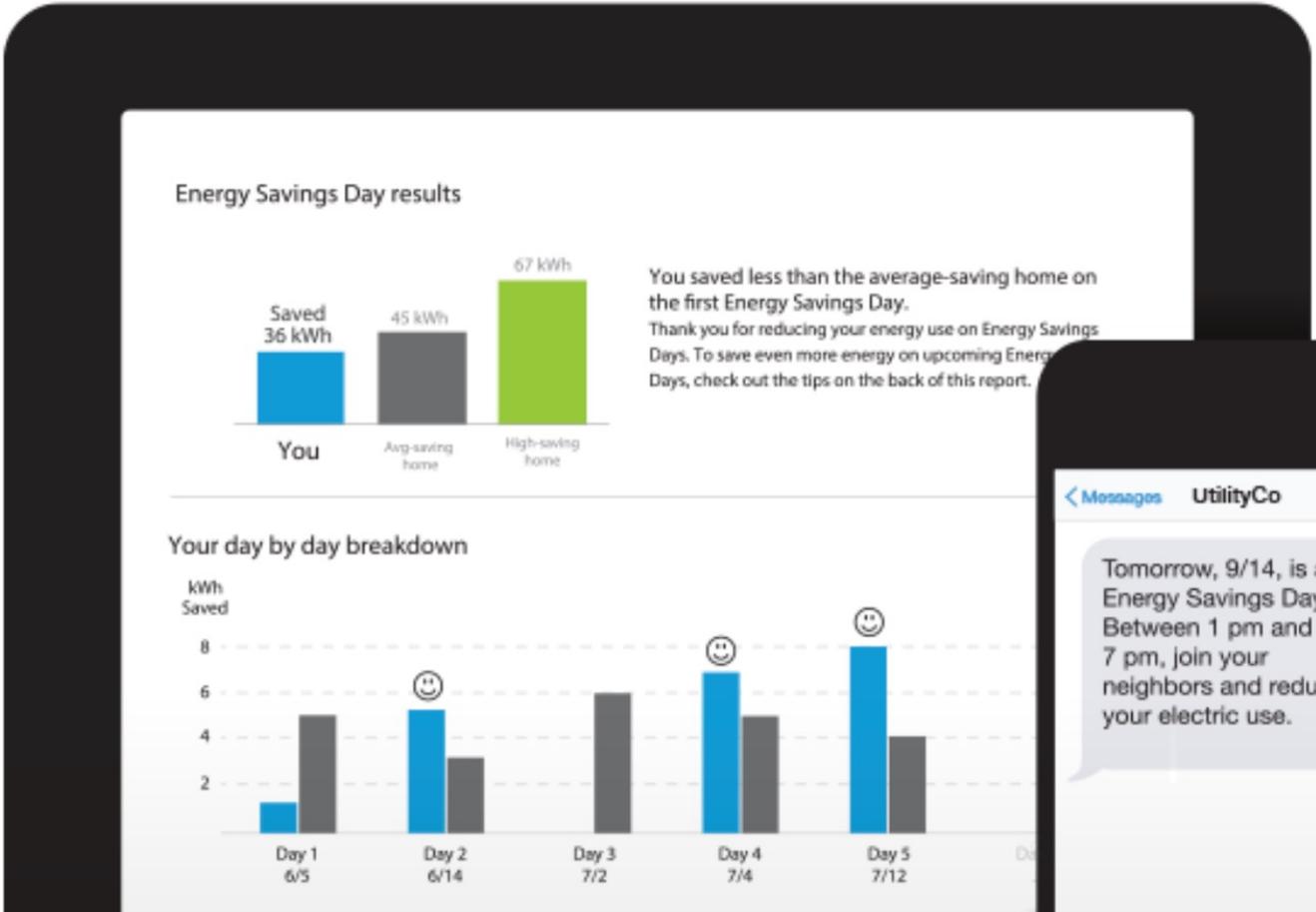
Breakfast included

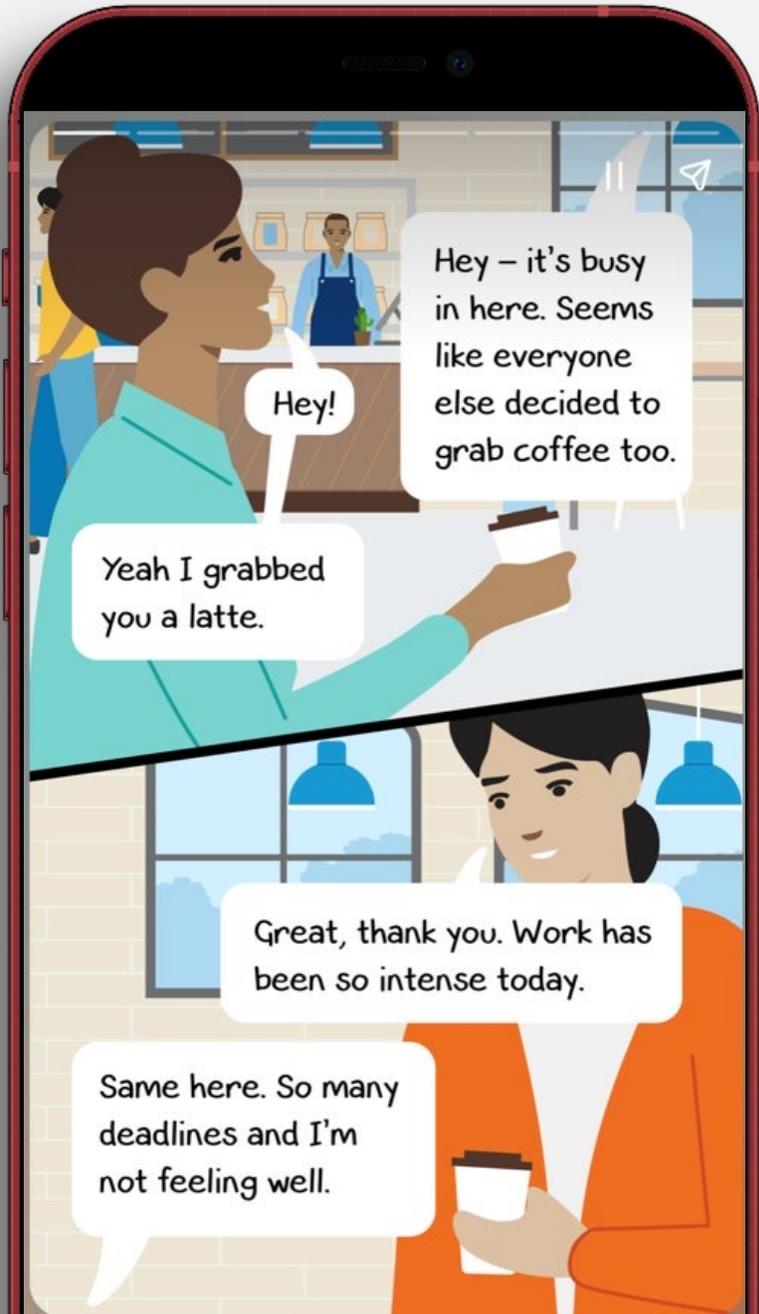
[See availability >](#)

Social proof works particularly well in situations of uncertainty. It's a huge help for your undecided members as it clearly signals what the preferred option is. It helps to build trust.

Case study: Social proof to reduce energy usage
Will you save more energy when you learn how your neighbors
already do?







Fotonovela Example

SMS campaign to provide members with more information on benefits and services.

Hi Veronica! Welcome to Path Health! We're happy to be a partner in your health journey! Here's a quick 2-minute video showing how to use your online benefits. Many members have found this helpful. Click here to watch: mp0.co/HRA

Avoid Negative Social Proof

In a survey of 1,000 adults in the United States:



55%

of millennials did not get their flu shot this season.

Be careful about negative social proof. If you want people to do something, don't tell them that the majority isn't doing it.

Key Takeaways: Social Proof

- Try to avoid obvious social proof and instead think of ways to use it implicitly
- Social proof is the most effective when the reference group is as similar to your customers as possible
- Social proof works particularly well in situations of uncertainty. If your member is confused about a health behavior, it can be helpful to discuss or show what other members are doing. It also helps build trust.
- Be careful about negative social proof. If you want people to do something, don't tell them the majority isn't doing it.



Things to remember:

- Your members aren't lazy, they are efficient and products of evolution
- Behavior Science is a science. It studies human behavior and the psychology behind the way we think and decide what actions we should and shouldn't take.
- To simplify, use the rocket ship metaphor.
- There are hundreds of biases and behavior science principles that can be used in healthcare to inspire self-efficacy and behavior change. Today we discussed the concept of uncertainty and social proof.

Fuel



Friction



Questions

Visit our virtual booth at VBCExhibitHall.com





● Thank you!

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