



# Evidence of What Works To Change Consumers' Health Behavior

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David K. Ahern, Ph.D.

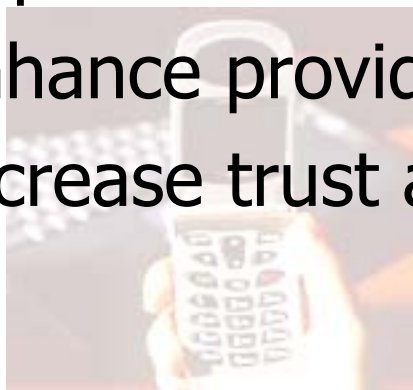
National Program Director  
Health e-Technologies Initiative  
Brigham and Women's Hospital  
Harvard Medical School

Chief Science Officer  
The Abacus Group

# Consumer Online Health Behavior: The Potential

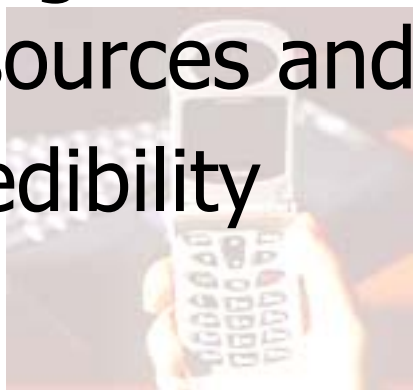


- Increase access and reach to untapped markets
- Increase engagement and impact of messaging
- Improve self-management and adherence
- Enhance provider-member communication
- Increase trust and loyalty



# Consumer Online Health Behavior: The Drivers

- Accessibility, convenience and usability
- Anonymity
- Range and depth of information resources and decision tools
- Credibility



# Consumer Online Health Behavior: The Evidence

- Emerging programs demonstrating health behavior change
  - Smoking cessation
  - Physical activity
  - Nutrition
  - Weight loss

Oenema, J., Brug, K. & Lechner, L. Web-based tailored nutrition education: results of a randomized Controlled trial. *Health Education Research*, 16(6): 647-660, 2001.

Tate, D., Wing, R.R., & Winett, R. Using internet technology to deliver a behavioral weight-loss program. *JAMA*, 285(9), 1172-1177 March 7, 2001.

Pinto, B.M., et al. Effects of a Computer-Based, Telephone-Counseling System on Physical Activity. *American Journal of Preventative Medicine* 23(2), 2002.

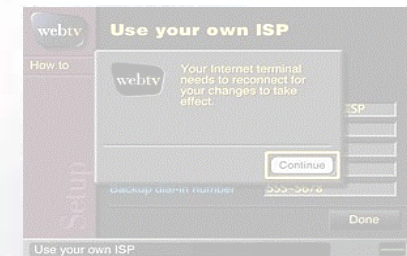


# Consumer Online Health Behavior: The Evidence

- Emerging evidence-based programs demonstrating improved chronic illness care and disease management
  - Back pain
  - Arthritis
  - Diabetes

Lorig, K.R., Laurent, D.D., et. al. Can a back pain e-mail discussion group improve health status and lower health care costs: A randomized study. *Arch Intern Med.* Apr 8;162(7): 792-6., 2002.

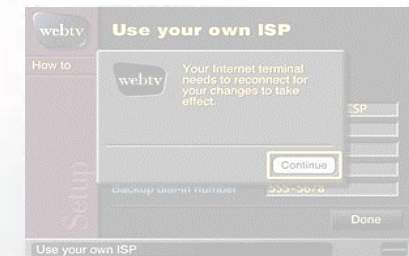
Meigs, James, B., Cagliero, E., et. al. A controlled trial of web-based diabetes disease management. The MGH Diabetes Primary Care Improvement Project. *Diabetes Care,* 26(3):750, 2003.



# Consumer Online Health Behavior Change: The Levers

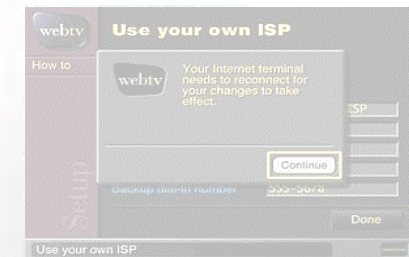
- Appropriate use of incentives and disincentives
- Personalized and tailored messaging
- Enhanced Self-efficacy
- Ongoing communication with trusted source

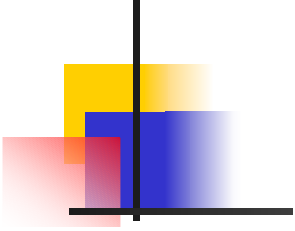
Ahern, D.K. and Phalen, J.M. Improving health plan and provider relations through eHealth initiatives. Disease Management and Health Outcomes, 2003, in press.



# Consumer Online Health Behavior Change: The Steps

- Conduct formative evaluation using iterative process
- Incorporate personalization and tailoring of content and messaging
- For outsourcing, select best-of-breed according to evidence-base and customer satisfaction





# Health e-Technologies

I N I T I A T I V E

Assessing new tools for chronic disease management and health behavior change



# Purpose



- Support scientific research
- Translate results to practice

Ahern, D.K., Phalen, J.M., Mockenhaupt, R.E. Science and the Advancement of eHealth:  
A Call to Action. American Journal of Preventive Medicine, Vol. 24(1), 108-109, January, 2003.

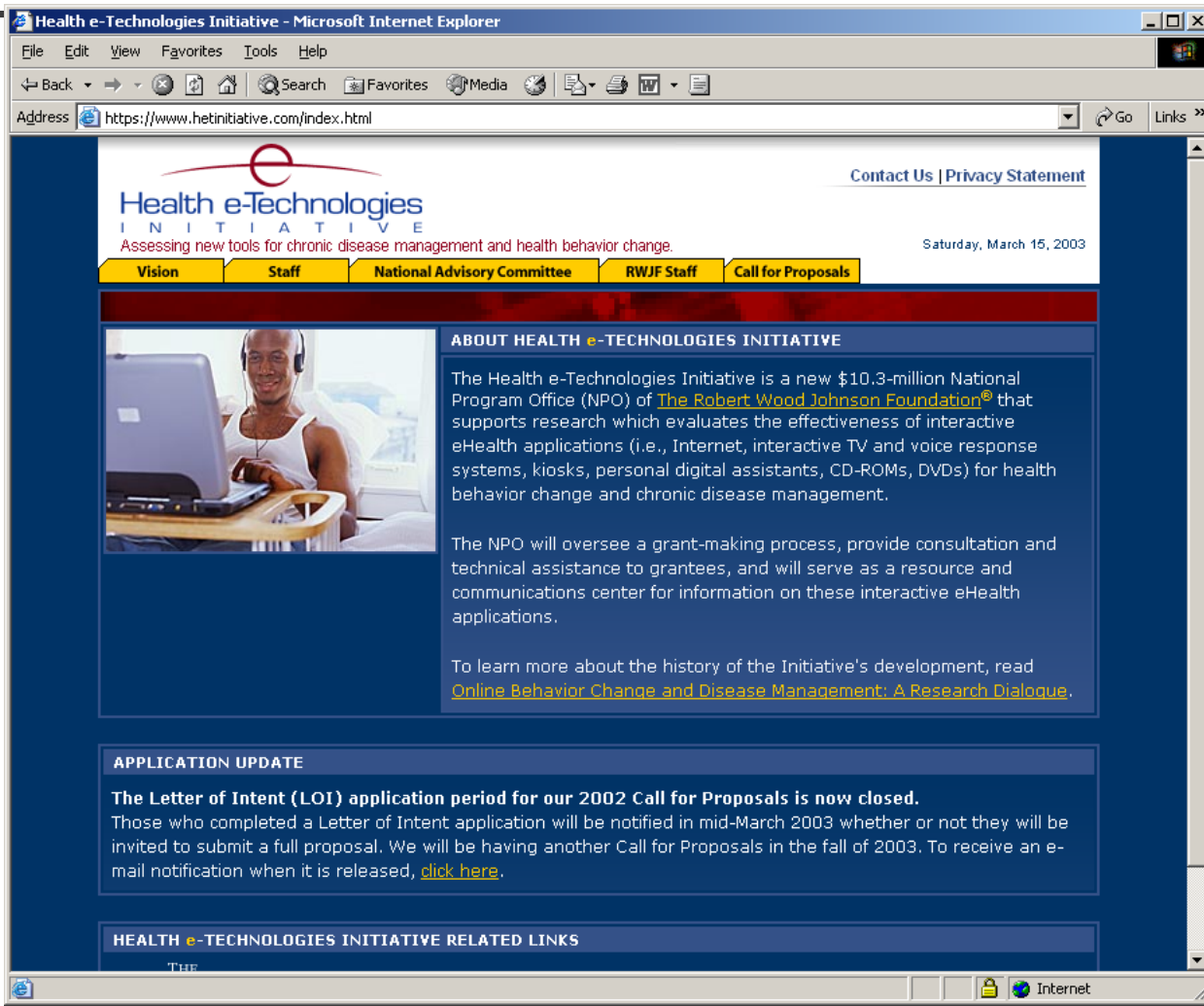


# Grants Program: Consumer Health Behavior Change

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- Funded 10 descriptive and methodology studies (\$800,000)
- Funded 8 outcome evaluation studies (\$4,000,000)
- Wide range of technologies, diseases, and health behaviors
- Includes diverse and traditionally underserved populations

# www.hetinitiative.org



The screenshot shows a Microsoft Internet Explorer browser window displaying the website for the Health e-Technologies Initiative. The browser's address bar shows the URL <https://www.hetinitiative.com/index.html>. The website has a blue header with the logo and navigation links. The main content area features a photograph of a man using a laptop and a section titled 'ABOUT HEALTH e-TECHNOLOGIES INITIATIVE' which provides details about the program's funding and goals. Below this is an 'APPLICATION UPDATE' section regarding the 2002 Call for Proposals. The footer contains 'HEALTH e-TECHNOLOGIES INITIATIVE RELATED LINKS'.

Health e-Technologies INITIATIVE  
Assessing new tools for chronic disease management and health behavior change.

Contact Us | Privacy Statement

Saturday, March 15, 2003

Vision Staff National Advisory Committee RWJF Staff Call for Proposals

**ABOUT HEALTH e-TECHNOLOGIES INITIATIVE**

The Health e-Technologies Initiative is a new \$10.3-million National Program Office (NPO) of [The Robert Wood Johnson Foundation](#)® that supports research which evaluates the effectiveness of interactive eHealth applications (i.e., Internet, interactive TV and voice response systems, kiosks, personal digital assistants, CD-ROMs, DVDs) for health behavior change and chronic disease management.

The NPO will oversee a grant-making process, provide consultation and technical assistance to grantees, and will serve as a resource and communications center for information on these interactive eHealth applications.

To learn more about the history of the Initiative's development, read [Online Behavior Change and Disease Management: A Research Dialogue](#).

**APPLICATION UPDATE**

**The Letter of Intent (LOI) application period for our 2002 Call for Proposals is now closed.** Those who completed a Letter of Intent application will be notified in mid-March 2003 whether or not they will be invited to submit a full proposal. We will be having another Call for Proposals in the fall of 2003. To receive an e-mail notification when it is released, [click here](#).

**HEALTH e-TECHNOLOGIES INITIATIVE RELATED LINKS**



# Thank You

Contact information:

(617) 525-6167

(617) 525-6169 (f)

[hetinitiative@partners.org](mailto:hetinitiative@partners.org)