Opportunities for digital health to improve public health and well-being

Can have a measurable effect

Web-Based Interventions for Behavior Change and Self-Management: Potential, Pitfalls, and Progress

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"in less than the time it takes to complete a standard research grant we have gone from zero to over a million apps.

H/T simon marshall, university of California
mHealth
Are we ready for it yet?

The mHealth (mobile healthcare) market is expected to explode over the next few years. According to analysts, it is expected to grow nearly 46% year-on-year between 2012 and 2016. Over 90% of the applications developed are expected to be for consumers but how ready are we for healthcare services to be delivered to our smartphones and tablets? As part of our inaugural mHealth Report, under Finn commissioned YouGov to survey 1,000 consumers online and find out what they thought.

Mind the gap on older and more deprived

http://mhealthwatch.com/infographic-is-the-u-k-ready-for-mhealth-20618/
Six exciting changes
1. "Industrialise behaviour change techniques"
2. "Deliver high calibre Interventions at a tiny cost per head"
3. 'End cliff diving culture?'

http://vimeo.com/69395860
## Splash page experiment results

<table>
<thead>
<tr>
<th>Combinations (24)</th>
<th>Page Sections (2)</th>
<th>Download:</th>
<th>XML</th>
<th>CSV</th>
<th>TSV</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance Rating</td>
<td>Variation</td>
<td>Est. conv. rate</td>
<td>Chance to Beat Orig.</td>
<td>Observed Improvement</td>
<td>Conv./Visitors</td>
<td></td>
</tr>
<tr>
<td>Button</td>
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</tr>
<tr>
<td>Original</td>
<td>7.51% ± 0.2%</td>
<td>+</td>
<td>—</td>
<td>—</td>
<td>5851 / 77858</td>
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<tr>
<td>Learn More</td>
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<td>100%</td>
<td>18.6%</td>
<td>6927 / 77729</td>
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<tr>
<td>Join Us Now</td>
<td>7.62% ± 0.2%</td>
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<td>73.5%</td>
<td>1.37%</td>
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<tr>
<td>Original</td>
<td>8.54% ± 0.2%</td>
<td>+</td>
<td>—</td>
<td>—</td>
<td>4425 / 51794</td>
<td></td>
</tr>
<tr>
<td>Family Image</td>
<td>9.66% ± 0.2%</td>
<td>+</td>
<td>100%</td>
<td>13.1%</td>
<td>4996 / 51696</td>
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<td>Change Image</td>
<td>8.87% ± 0.2%</td>
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<td>92.2%</td>
<td>3.85%</td>
<td>4595 / 51790</td>
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<td>Barack's Video</td>
<td>7.76% ± 0.2%</td>
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<td>0.04%</td>
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<td>3992 / 51427</td>
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<tr>
<td>Sam's Video</td>
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<td>0.00%</td>
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<tr>
<td>Springfield Video</td>
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<td>3084 / 51811</td>
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</tr>
</tbody>
</table>

Establish what works through experimentation

http://www.slideshare.net/mobile/leonaressi/google-website-optimizer-in-obama-landing-pages
4. 'Reflect how motivation really works'
5. 'Create big insight?'

periodic table of
SOCIAL MEDIA
6. 'From thinking about networks to doing in networks'
Approach and next steps
Digital is not a vertical

‘How can creative technology help us to meet our goals?’
Don't build hotels in the desert

'How can we achieve scale?'
1. Launch 'always on' this Autumn

2. Trial of kids activity tech

3. Systematically support SME

4. Keep engaging!
Thank you

Let's talk

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