

# Fountain of Youth: Engagement

## How LifeSynch Retooled Its Marketing Strategy to Better Engage

### An Aging Population

**Dr. Ken Hopper, Chief Medical Officer,  
LifeSynch**

# Behavior Change Expertise

Founded in 1989

Acquired in 2005 by Humana

Behavioral foundation

More than 10 million members

Nationwide scope with a local presence



# Our Mission

Changing behaviors...  
improving lives

# The Market



## Obesity

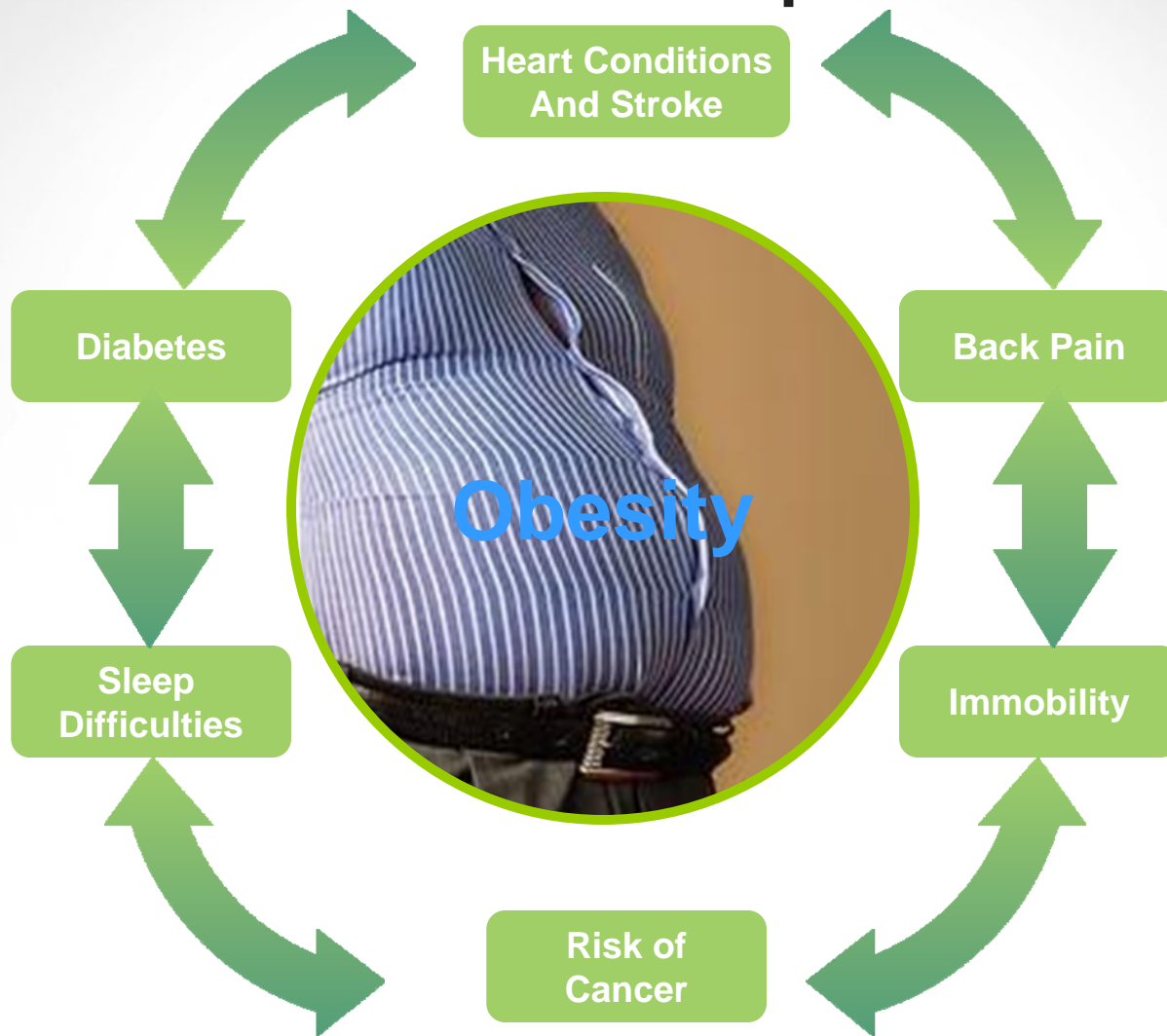
- Increase in seniors who are either overweight or obese
- U.S. Surgeon General warns obesity and overweight categories are on the rise



## Physical Activity

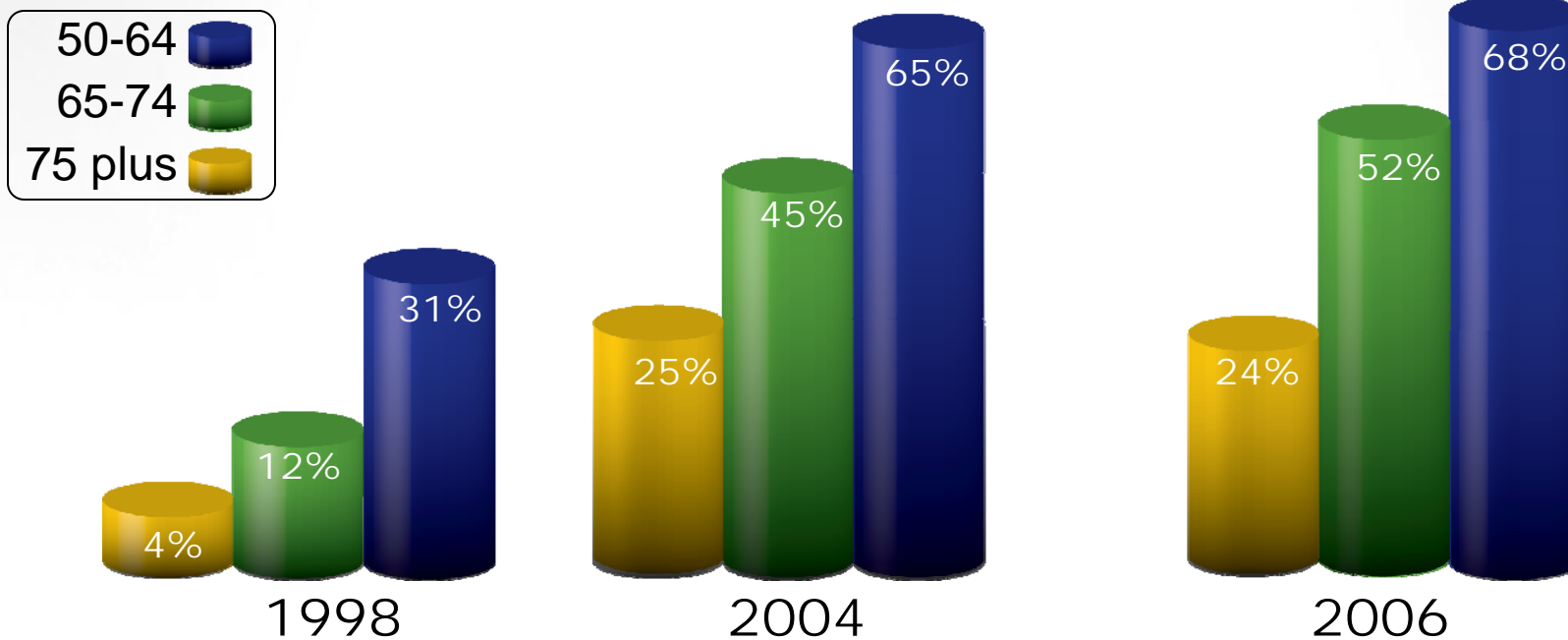
- Three years ago there was a decline in seniors engaged in physical activity
- For seniors, obesity appears to have an independent effect on impairment and mobility

# A Clinical Perspective



# The Senior Population

Percent who  
use the Internet



Source: AARP Aging Indicators Study, 2005, 2006

# Retooling Strategy



## Member Touch Points

Increased promotion  
Cross-reference training  
Health Coach referrals



## Off-line Materials

Tailored content  
Ethnic, age specific imagery  
New newsletter series  
New 90-day evaluation



## On-line Tools

3-click philosophy  
Senior-friendly questionnaire  
Aesthetic appeal and connection

# Senior Friendly Off-line Materials

Before

After

Weight

1. Which statement best describes your efforts to lose weight over the past 12 months? Select one.

- I have lost weight and want to maintain it.
- I have lost some weight but want to lose more.
- I have lost weight but have regained some or all of it.
- I have tried but have been unable to lose weight.
- I have not tried to lose weight.

2. Have you ever tried any of the following weight loss methods? Select all that apply.

- Moderate reduced-calorie diet combined with increased exercise
- Increased exercise only
- Reduced-calorie diet only
- Reduced fat only (not total calories)
- Reduced calories and reduced fat
- Physician-prescribed medication and/or weight loss program
- Over-the-counter weight loss product (e.g., pills, powders, liquids, or food supplements)
- Surgical procedure
- Fad diet
- Group weight loss program

3. Which of the following statements describe your weight history? Select all that apply.

- I've had a problem with my weight since childhood.
- I've gradually gained weight through out adulthood.
- I've been unable to lose weight following a pregnancy (if female).
- A specific event triggered a weight gain.

4. Which statement best describes your weight management goal? Select one.

- I want to maintain my current weight.
- I want to lose 5-10 lb.
- I want to lose 11-20 lb.
- I want to lose 21-30 lb.
- I want to lose more than 30 lb.

5. Provide the following measurements.

Height: (to nearest inch, e.g., 6-foot, 00 inches)  
[ ] feet [ ] inches

Weight: (to the nearest pound)  
[ ] pounds

Waist: (to the nearest inch, measured between the lowest ribs and the top of the hips)  
[ ] inches

Hip: (to the nearest inch, measured around the fullest part of the buttocks)  
[ ] inches

(If you don't have a tape measure, wrap a piece of string around your waist and measure the length of string with a ruler. Repeat this for the hip measurement.)

6. What do you expect to happen if you successfully manage your weight? Select all that apply.

- I will be healthier and have more energy.
- I will decrease my chance of disease.
- My everyday activities will be easier.
- My clothes will fit better.
- I will look and feel younger.
- I will take more pride in my appearance.
- I will be more attractive to others.
- Other people will like me better.
- I will look more like I'm expected to look.
- I will feel good about myself.
- People will stop nagging me.
- I will reassure others who are concerned about their weight.

7. Please select any of the following statements which you agree.

- People who are overweight lack willpower.
- People who are overweight are unattractive.
- People who are overweight don't live long enough.
- People who are overweight are the fault of their genes.
- People who are overweight are less intelligent.
- People who are overweight cannot control their weight.
- The only way to lose weight is to diet.
- Managing weight requires a lot of effort.
- For the most part, genetics determine weight.

6. Would you say that in general your health is:

- Excellent
- Very good
- Good
- Fair
- Poor

7. Have you ever been diagnosed with any of the following? Select all that apply.

- Angina
- Asthma
- Back Pain
- Chronic Pain
- Coronary Heart Disease
- Depression
- Diabetes
- Stroke

Fill ALL boxes and print clearly 5 0 0 in Shade response completely

About

RESPONSE

1. Date of Birth Example: 01/31/1970  
[ ] / [ ] / [ ] [ ] [ ] [ ]

2. Gender  
 Male  
 Female

3. What is your ethnicity? Select one.  
 White, Non-Hispanic

About

RESPONSE

1. Date of Birth Example: 01/31/1970  
[ ] / [ ] / [ ] [ ] [ ] [ ]

2. Gender  
 Male  
 Female

3. What is your ethnicity? Select one.  
 White, Non-Hispanic  
 Black or African-American  
 Hispanic  
 Asian  
 Pacific Islander  
 American Indian

Larger font sizes

# Senior Friendly Off-line Materials

*In this newsletter:*

**Physical / Tips**

**How are things going?**

Have you been working toward the manageable goals y

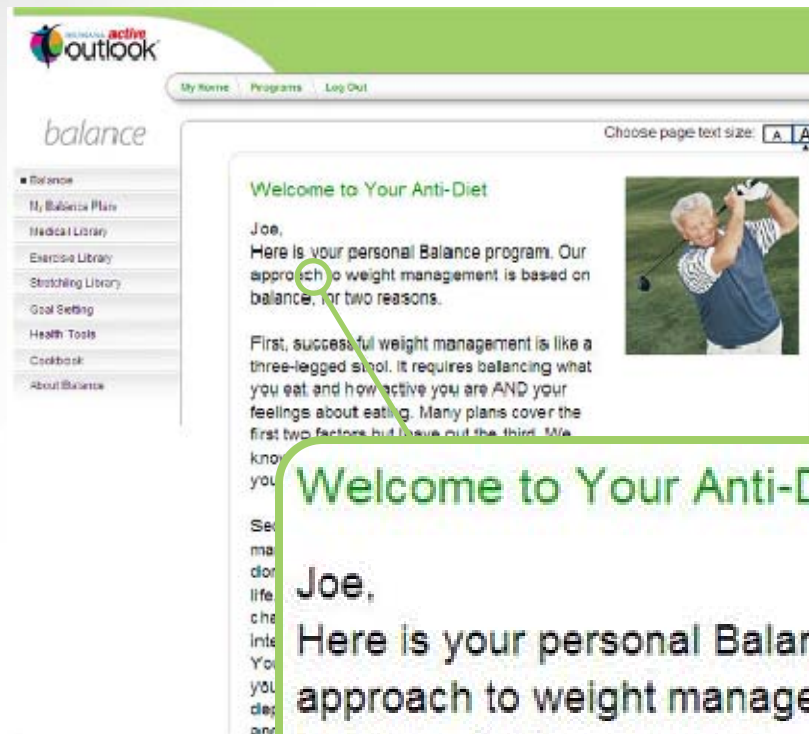
**Physical Activity Tips**

**How are things going?**

Have you been working toward the manageable goals you set to lose weight? Are you finding ways to eat a healthy diet and get enough exercise to meet those goals?

**Audience specific images**

# Senior Friendly On-line Tools

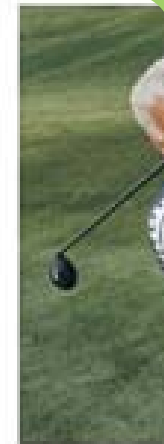


## Welcome to Your Anti-Diet

Joe,

Here is your personal Balance program. Our approach to weight management is based on balance, for two reasons.

First, successful weight management is like a three-legged stool. It requires balancing what you eat and how active you are AND your



Larger font sizes

# Senior Friendly On-line Tools

Humana active outlook

My Home Programs Log Out

balance

Choose page text size: A A

Balance

Questionnaire

About Balance

Start Questionnaire

Welcome to your Balance program!

Joe,

We know that no two people are alike when it comes to weight management. So that's why we ask you to fill out a questionnaire that will tell us about your needs. After you submit the Balance questionnaire, you will receive a program that is designed just for you.

If you have to stop before you finish, don't worry. Your answers will be saved and you can start again wherever you left off.

Remember, the more information you provide, the more personalized your program will be.

To begin, click on the button below.

Start Questionnaire

Audience specific images



GERRY

*“It’s nice to feel good. I recommend this program to anyone. There’s a lot to rejoice at 81. My wife and I will celebrate our silver wedding anniversary. I’m so thankful Humana takes an interest in their customers.”*

## RESULTS

- Lost 75 lbs
- Climb “Mt. Everest”

# Q & A

**Thank you.**