



10 DUEL COMMANDMENTS OF PERSONALIZATION IN HEALTH ENGAGEMENT

1

YOU CAN'T FACT PEOPLE INTO ACTION.

Personal appeals are much stronger than statistics. And they win. Every time.

2

MESSAGE TO THE STATE OF MIND.

Understanding each members' mindset will inform messaging, creating a unique, individualized experience for each member.

3

MAP MESSAGES TO CONCRETE CONSEQUENCES.

Messages like "if you get the flu, you will lose time with friends and loved ones" can be more compelling than general statements like "you have a 60% chance of catching the flu."

4

USE A TEST AND LEARN APPROACH.

Successful health engagement stems from the understanding that continuous improvement is paramount.

5

CONCENTRATE ON THE NEXT BEST ACTION.

Not every member is on the same path — focusing on what's best for an individual can lead to higher engagement.

6

DEPLOY REWARDS IN A MEANINGFUL WAY.

Everyone defines what a real incentive is differently. Design rewards programs that are uniquely suited to individuals to drive powerful health action.

7

PAY ATTENTION TO THE MESSENGER.

Behavioral science teaches us that there are 3 primary messengers that drive actions — authority figures (like a doctor or nurse), people we relate to, and people we like and trust.

8

PRACTICE GOOD DATA HYGIENE.

Even with the most advanced tools and smartest data scientists if the data is bad, it won't drive meaningful results.

9

GET TO A SEGMENT OF ONE.

This moves beyond personas into unique personalization that addresses the needs of an individual member.

10

USE A PERSONALIZED APPROACH.

Personalization helps us send the right message to the right person through their preferred channel and time.

Learn more about personalization in health engagement by starting a Revel health action program today!



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