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Wellness

Created by [Ogden, Eve](#), last modified by [Talluri, Rishitha](#) on [Jun 22, 2023](#)

Purpose

- **Overall Goals of the Redesign:** Engage customers in health and wellness activities, keep our healthy customers healthy, support our unhealthy customers to get healthier by giving them the tools and support they need, and lower total medical costs.
- **Goals of Research:** Provide insights that inform the Wellness ecosystem redesign.

** from initial wellness proposal

- **Research question (draft):** What features in a health and wellness program motivates customers to form healthy habits?

Methodology

- Survey sent out to participants.

Stakeholders

- Rebecca Gabris, Dugan O'Connor, Dan Cyr, Rishitha Talluri

Participants & Screener

Participants should be of varying...

- age
- lifestyles (stress, sleep, weight, diet, exercise, style of addressing their health ("diy" vs seeking a medical professional))
- medical history
- levels of health
- experiences with wellness program (those who used them and those who haven't)
- use of wearables (those who use wearables are typically wealthier and healthier)

Survey (draft)

Demographic info questions

- age
- lifestyles (stress, sleep, weight, diet, exercise, style of addressing their health ("diy" vs seeking a medical professional))
- medical history
- levels of health
- use of wearables (those who use wearables are typically wealthier and healthier)
- **Do you view yourself as healthy (come up with a question similar to this)

Wellness Program Experiences

- Have you participated in a health and wellness program?
 - How often do you find yourself engaging with these platform? (to understand if they are using them consistently or if they just used them a few times)
- Rate your level of satisfaction with the program on a scale of 1 to 5
- If you don't use this platform- why don't you use it? Barriers and challenges you face. (lack of interest, lack of awareness, cost, time constraints, etc)

- If you use this platform- why do you use this platform? (Coaching, community, gamification, competition)
 - Motivated by extrinsic reward system.
 - Use it to stay healthy.
 - Community on the platform.
 - For the competitions on the platform.
 - Use it for the coaching offered on the platform.
- What do you want from your health/wellness platform?
 - Help you build habits.
 - Wellness challenges
 - Track your health data/hook up your health data
 - Would you prefer to have this platform connect to a fitness device or would you rather enter in your own data
 - How important is the ability to track and monitor your health metrics
 - More health and wellness offerings
 - Personalized recommendations or content based on your goals
 - Ability to connect and interact with other employees.

Motivation and Habits

- What factors motivate you to engage in health and wellness activities
- Which of the following features would encourage you to form healthy habits?
 - How likely are you to engage in a wellness program if it offers...
 - rewards or incentives for achieving goals.
 - progress visualization
 - social support/community
 - competition
 - educational content
 - personalized recommendations or reminders

No labels