

WHY USE HEALTHY TUTOR?

(instead of other health and wellness education formats)

healthyTutor
...think healthy

"As a breed of animals, we don't work when it's just the stick or the carrot...We need a complex system of encouragement, more than just 'It'll cost you more or less.'" Emma Gilding, In:Site

1. Peer pressure-oriented incentive technology products such as Biosigna:

"Unlike an 8-year-old, an adult is aware that peer pressure is being used." "He may not view these peers as friends, and therefore they won't have the ability to influence him." David Laibson, the Robert I. Goldman Professor of Economics at Harvard University, on behavior economics and benefit design.

2. Financial Incentives for healthy behavior modification:

Health experts believe that companies may rely too heavily on financial incentives to get people to enroll in programs, while doing little (else) to keep them involved long enough to change their behavior.

"We're seeing people get involved in disease-management programs, but they drop out very soon," "If you have a lot of dropouts, you won't see any return on investment." Stephanie Pronk, vice president of health-management solutions at Ingenix Inc., an Eden Prairie, Minn.-based health-analytics company and a subsidiary of UnitedHealth Group Inc.

A (November 2008) Hewitt Associates survey of 248 employers showed that although more than half offered smoking-cessation and weight-loss programs, fewer than 5% of employees who were eligible to enroll actually participated. [<http://www.crainsbenefits.com/features/trying-to-hit-a-moving-target.php>]

Excerpts:

Though the use of **incentives** and **peer pressure** is quite common, researchers say **not enough information exists outside the lab to confirm definitively whether peer pressure or incentives work.** "Companies don't tell us what they're doing or how effective they are." As a result, they are "**not sure what works better and under what conditions.**" Dan Ariely, behavioral economist at Duke University.

HEALTHY TUTOR provides no peer pressure for wellness education and incentives are not necessary due to an engaging "trivia" style presentation. Detailed user history and documented results-based data are generated for the health manager and data analyst with every session.

"For us, there's not an unlimited pool of dollars to put into incentives." "So clearly, understanding consumer preference is important going forward, **though we don't yet have any evidence to see whether it's working.**" Jeff Viviano, senior manager for HR operations and technology, Welch Allyn.

HEALTHY TUTOR's patent-pending 2-stage knowledge assessment technology automatically provides the health manager with detailed summaries of user learning performance. No other product comes close!

"It's not that [incentives] don't work, it's just that **behavior change is really hard,**" said LuAnn Heinen, vice president at the National Business Group on Health in Washington.

HEALTHY TUTOR provides 5 levels of content retention with each session, more than any other digital product or service in the health education industry. Health managers can easily identify potentially high users of health care resources and focus on those with a high potential for absenteeism and presenteeism.

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