Plugin Brief

Objective

Develop a flexible visual language and plugin that can be used in a variety of contexts to educate individuals about health data.

Description

A series of open graphics and text will can be modified and adapted for use on any website to meet specific constraints, or a pre-made package (plugin) can be installed on a website. Possible partners include, patient portals, insurance company wellness sites, and corporate wellness sites. Example partners include Omada Health, PatientsLikeMe, and Orange County wellness Program.

Goals

Educational Goals

(Ranked by importance:)
Individuals by the end of the activity will:
1. Understand relevance and importance of health data to their lives
2. Be able to state definition of health data
3. Describe 5 components of health data.
4. Describe possible actions to acquire data
5. Describe possible actions to change lifestyle based on data
6. Access resources for further action or information.

Interaction goals

● Familiar use of terms and language
● Relevant and familiar use of illustrations
● Provides comprehensive view of health data
● Tiered to provide desired level of information
● Clear information hierarchy
● Accessible

Education

Education Frameworks:

Health Belief Model

- Benefits vs Barriers
- Perceived threat (Likelihood + severity)
- Self-efficacy (Confidence that an individual will be able to make a change)
- Cues to action

Teaching Patients with Low Literacy Skills (Book)

- Chunk information into small logical pieces
- Include pictorial aids for textual concepts
- Patient actions must be realistic doable and responsibility of patient
- State purpose or use of new content before presenting it. Relate new information to context of individual's life
- Make instructions interactive. Patient must do, write, say or show something in response to feedback
- Emphasize behavior and skills, rather than facts to change behavior

Choice Architecture / Behavioral psychology

- Loss aversion
- Scarcity
- Social Proof
- Competition
- Comparison

Duration of task

- Interaction depends on the individual and may be as brief as a 2 second glance to an in depth exploration that could take 2 minutes.

Guidelines:

- Design the first screen to provide an overview of what health data is for individuals who will only glance at it.
- Lead individuals down a story of key points, with an opportunity to explore further information if they desire.

Assumptions

- No prior knowledge is expected.

Users

Individual Motivations
- Individual looks for interesting content to read
- Individual cares about being healthy
- Individual wants to learn about health data specifically

Barriers
- Limited time
- Doubtful of online content that claims health benefits.
- Lack self confidence in ability to make change
- "Data" sounds intimidating
- Not necessary to learn about health unless sick
- Health content is boring

Plugin User Considerations.
Includes patients as well as caregivers. These individuals will include:
- Non-native english speakers
- Limited health literacy
- Medical conditions
    - Color deficiencies
    - Poor vision
    - Fatigue
- Elderly individuals
    - Age related vision decline
    - Age related hearing loss
    - Age related cognitive decline
- Non-proficient technology users
    - Users of assistive technology

Design Guidelines

Graphics

Types of graphics
- Illustrate that health data impacts health
- Show all 5 elements of health data in one image
- Illustrate 5 elements of health data individually
- Illustrate actions to acquire data or measure it
- Illustrate possible lifestyle changes

- Adapted in size for mobile
- Graphical elements should align with current web trends.
- Graphics should not look like stock icons
- Graphics should have some kind of interesting element of action. Possibilities include:
  - Slightly offset from center/ goes beyond screen
  - Have a background element that adds tasteful subtle context
  - Motion, for example: Apple half eaten, dandelion getting blow away by the wind
  - Slight extenuation of texture, or orientation having element wrap around self

Language:

General

- Short sentences. No more than 15 words
- Include a title or header for each screen
- Encourage action with strong verbs
- Use active voice
- Use a typographic treatment to emphasize keywords

Voice and Tone

Voice

- Focus on the impact, not the methods.
  - People want to be healthier, not manage data or go through training-program.
- Honest
  - Be a trustworthy source for information
- Inspiring
  - Emphasize that this can help people live their best lives

Tone

- Be concise, but not blunt
  - Seek clarity, but not at the expense of coming across too strongly
- Be positive
  - Frame things positively, rather than negatively
- Be conversational
  - Include a friendly upbeat tone

Assessment:

- Testing by Invo with individuals on retention and learnability
- Possible beta version
  - Number of unique visitors
  - Interactions per visit
  - Optional quiz to measure learning retention.

- ○ Conversion rate (individuals who continue to "main" screens)

Content

1. *Understand relevance and importance of health data*
    a. Possible title:
        i. Information is medicine
        ii. Knowledge is health
        iii. Live longer. Get your health data.
        iv. Knowledge impacts your health
        v. Your health can be measured
        vi. Information is the key to a healthy happy life.
        vii. Health informations helps you make better decisions
        viii. Your health data gives you power to make good decisions
        ix. Knowing your health data keeps you healthy
    b. Possible body text
        i. Knowing your health data helps you make healthy decisions
        ii. Use health data to make healthy decisions and live longer, have more energy and be happier.
        iii. Live longer, be happier, look better. Health data helps you make better decisions.
        iv. Health data allows you to monitor your health, notice errors, share them with your doctor, and make healthy decisions.
        v. Why be healthy?
            a. Live longer
            b. Have more energy
            c. Keep medical cost down
            d. Be happier
            e. Time with family members
            f. Feel proud

2. *State definition of health data*
    a. Possible title:
        i. Health data goes beyond the clinic
        ii. Health data is
        iii. The definition of Health data is
        iv. You can change your health.
    b. Possible body text
        i. Health data is any information that impacts your wellness. Examples of health data is, what you eat, your job, doctors notes, where you live and your family history.

        ii.   Health data includes, exercise information, your job, medical care, family history, and pollution levels.

        iii.   Health data includes, number of steps, doctor notes, stress levels from work , your DNA, your zip code.

        iv.   Health data is any information that impacts your health. Health data includes, clinical measures, behavior, biological, socioeconomic and environmental information.

3. *Describe 5 components of health data.*
   a. Possible categories
      i. Current language
         1. Biology
         2. Environment
         3. Socioeconomic
         4. Clinical Information
         5. Behavior
      ii. Simple language
         1. Your body
         2. Surroundings
         3. Medical Information
         4. Behavior
         5. Social factors
   b. Copy Formats
      i. Introduction to 5 categories:
         1. You can change your health
         2. 5 categories of health data
         3. The hidden side of health
         4. You won't guess one of these factors
      ii. Option 1 (Bullet point category description)
         1. Title:
            a. Your Body:
         2. Body
            a. Health data includes your body
            b. Family history (genetics)
            c. Inside workings (blood pressure)
            d. Senses (ability to hear)

4. *Describe possible actions to acquire data*
   a. How to measure health data
      i. Use a device to track
      ii. Track it (calendar)
      iii. Record it (glucose monitor)
      iv. Request it from your hospital or doctor

1. Ask your doctor in person
2. Call your doctor
3. Go to a website

5. *Describe possible actions to change lifestyle based upon data*
    a. See health data factors table
    b. https://www.niddk.nih.gov/health-information/diet-nutrition/changing-habits-better-health
    c. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3505409/#b14

6. *Access resources for further action or information.*
    a. Link to Getmyhealthdata.org
    b. Link to determinants of health
    c. https://www.niddk.nih.gov/health-information/diet-nutrition/changing-habits-better-health