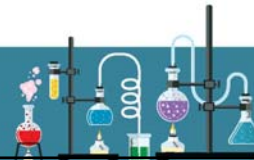


Don't Underestimate the Power of Technology

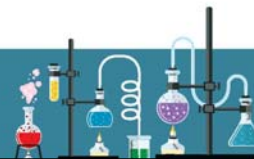
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Expectations

- Discuss barriers and successes pertaining to technology and health
- Share your experience with technology with your colleagues
- Explore why technology can't be ignored
- Have fun

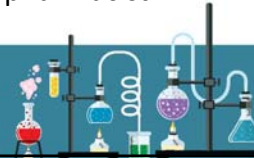
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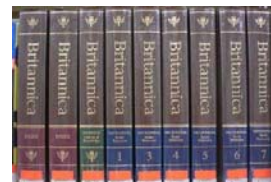
Who are we?

- Melissa Williams, MS, CHES
 - Builder of partnerships, champion for living a well-balanced lifestyle, loving mother and wife
- Stevan Mizimakoski, RPh
 - Strong leader of people, advocate for health and wellness, supportive husband and father of three
- Alex Mills, PharmD, RPh, Resident
 - Passionate mentor, advocate for sustainable healthy lifestyle choices, “grammy award-winning pharmacist”

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Poll question 1: What do all of these things have in common?



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What do all these things have in common?


Start the presentation to activate live content
If you see this message in presentation mode, install the add-in or get help at PollEv.com/app

Poll Everywhere

My kids will never know what they are



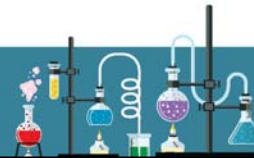
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AND they have been replaced
with



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What does this mean?

Technology is not going away

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Are there barriers to using technology for wellness management?

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Poll Everywhere

STOP...Collaborate and share it

- Break into three groups
- First question:
 - How can we address these barriers? (5 min)
- Share with audience

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What types of technology can help improve health?


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Poll Everywhere

Breakout Question

- Discuss technology you've incorporated into your health management strategy

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What is the best way to reach you?


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Poll Everywhere

Breakout Question

- How can we use technology to better communicate with our employees?

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What We Know Now...

Evidence-based technology and wellness

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EVERY SECOND WE FILL

>1 Rx from a mobile device



Refill by Scan

"That was so much fun...I wish I had more prescriptions to refill."

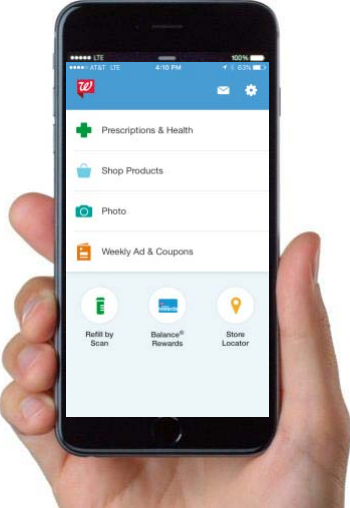
User review, App Store



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Pill Reminder
"This is the kind of application that can truly improve your quality of life."

Pharmacy Chat
"Saves me from having to wait in line at the store to chat with a pharmacist and is way more convenient!"

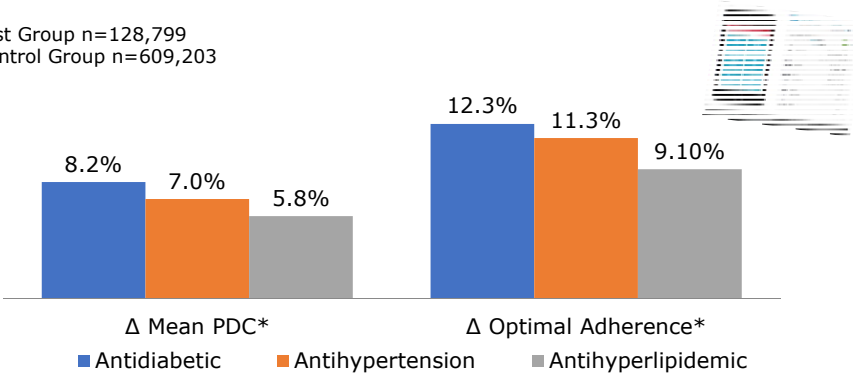
Immunizations App
Our new immunizations app makes recording and scheduling immunizations a seamless experience.

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The Association between Use of a Community Pharmacy's Mobile Pill Reminder App and Medication Adherence

Test Group n=128,799
Control Group n=609,203




Medication Class	Test Group (n=128,799)	Control Group (n=609,203)
Antidiabetic (Δ Mean PDC*)	8.2%	7.0%
Antihypertension (Δ Mean PDC*)	7.0%	5.8%
Antihyperlipidemic (Δ Mean PDC*)	5.8%	5.8%
Antidiabetic (Δ Optimal Adherence*)	12.3%	11.3%
Antihypertension (Δ Optimal Adherence*)	11.3%	9.10%
Antihyperlipidemic (Δ Optimal Adherence*)	9.10%	9.10%

Legend: ■ Antidiabetic ■ Antihypertension ■ Antihyperlipidemic

Akinbosoye O, Jiang J, Taitel M, Orr G. The Association between Use of a Community Pharmacy's Mobile Pill Reminder App and Medication Adherence. Presented at the Society of Behavioral Medicine 37th Annual Meeting, March 30- April 2, 2016, Washington DC.

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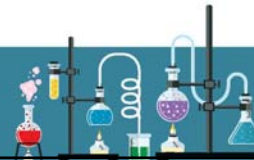
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What does this mean?

People are using technology more than we think

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BALANCE REWARDS FOR HEALTHY CHOICES



250 points/1st goal



250 points/device or app linked



20 points/mile



20 points/daily log



20 points/daily weight log



20 points/blood pressure test

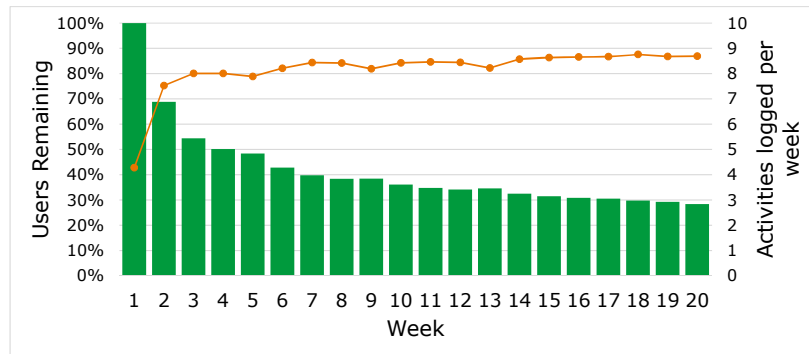


20 points/blood glucose test

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Percentage of users logging activities and average number of activities logged by week



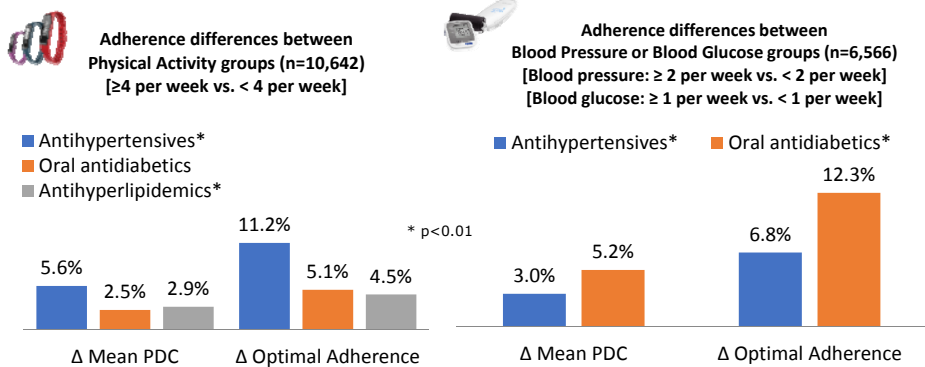
Kim, J. Y., Wineinger, N. E., Taitel, M., Radin, J. M., Akinbosoye, O., Jiang, J., ... & Steinhubl, S. (2016). Self-Monitoring Utilization Patterns Among Individuals in an Incentivized Program for Healthy Behaviors. *Journal of Medical Internet Research*, 18(11).

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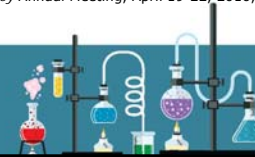
The Relationship Between Digital Health Program Activity Tracking and Medication Adherence Among Members Age 50+ Years



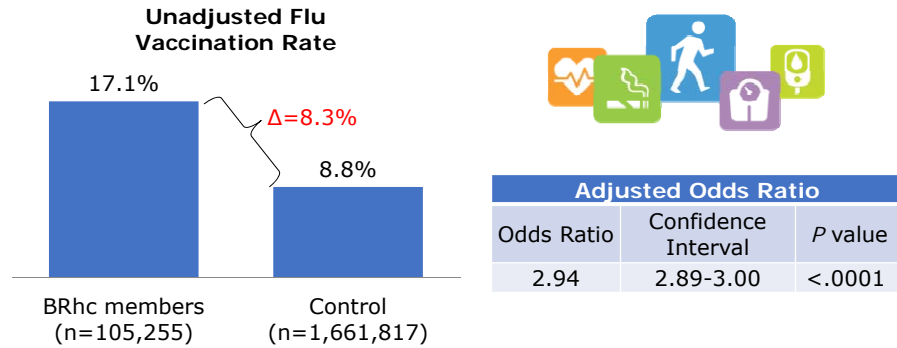
Akinbosoye O, Taylor D, Jiang J, Taitel M, Orr G. The Relationship Between Digital Health Program Activity Tracking and Medication Adherence Among Members Age 50+ years. Presented at the *Academy of Managed Care Pharmacy Annual Meeting*, April 19-22, 2016, San Francisco, CA

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The Association between Participation in a Community Pharmacy's Digital Health Program and Flu Vaccination Rates



Akinbosoye O, Taitel M, Jiang J, Orr G. The Association between Participation in a Community Pharmacy's Digital Health Program and Flu Vaccination Rates. Presented at the *Academy Health* Annual Research Meeting, June 26-28, 2016, Boston, MA.

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Tracking activity contributes to weight loss

In 2014, a study was conducted with 100,069 participants during a 180-day period. Of those participants, 45,839 (45.8 percent) tracked activities and 6,198 (6.2 percent) logged weight measurements.⁷



These results show positive associations between tracking physical activity in the Balance Rewards for healthy choices program and weight loss.

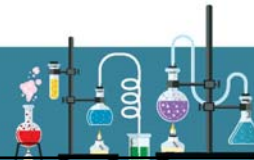
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What does this mean?

Activity-based incentive programs CAN help people improve their health...AND perhaps healthy behaviors beget healthy behaviors

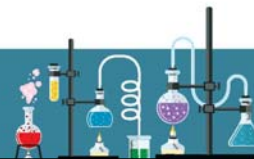
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How much time are we on our phones?

- Studies show that people spend over 4 hours a day on their phones
- According to [MediaKix](#), we spend an average of 1 hour, 56 minutes on the top 5 social media platforms alone. The top 5 being (by usage):
 - YouTube
 - Facebook
 - Snapchat
 - Instagram
 - Twitter

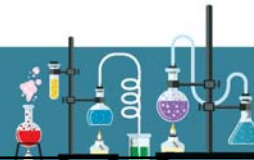
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What does this mean?

Technology has changed the way we communicate,
which can't be overlooked when thinking about
population health

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What did we discover?

- Technology is not going anywhere
- More people use technology for health related purposes than we think
- Activity-based incentive programs CAN and DO help individuals improve multiple aspects of their health
- Our lives have changed and we communicate differently because of technology

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