



1012 Harrison Ave Ste 3
Harrison OH 45030 513 367-1251
www.FitnessLearningSystems.com

What You Need to Know about Wearable Devices and Apps to Maximize Client/Patient Health & Your Business

Recorded September 19, 2017

Course Type: Recorded 1 Hour Webinar

Course Level: All Levels

Course Objectives

After completing this course, you will be able to:

1. Describe statistics for wearables and how they can enhance your personal training practice.
2. Describe 10 aspects of mHealth technology and discuss its value.
3. Discuss what can be measured by wearables, current popular wearables, and how to choose wearables.
4. Explain the connection between wearables, Apps, and health coaching platforms in relation to use, options, and making a choice to use one.

Course Description

Members of the Medical Fitness Network must consider all available tools when guiding clients/patients. Unfortunately, our clients/patients spend the majority of their time away from us and therefore find ourselves limited in our offering and the overall impact of our expertise. Join Dr. Steve as he discusses newly developed, user friendly Wearable Devices & Apps that are now available to Health, Fitness & Wellness Professionals and their clients/patients. See how Technology can help maximize lifestyle behavior change for your clients/patients, allow you to provide actionable feedback when clients/patients most need it, save you time, and enhance your business model. Also,

- Learn why technology can be a powerful tool in your toolbox
- See how easy it is to incorporate the right technology
- Understand what questions to ask when choosing technology
- Examples: Platforms, APPS, Wearables, Patient Technology

About the Presenter

Steve Feyrer-Melk, PhD, MEd

Steve Feyrer-Melk, MEd, PhD, is a powerful, passionate, and trusted authority in Lifestyle Medicine who is bringing an innovative, refreshing, and successful approach to proactive health care.

Functional Medicine Practitioners are in a unique and influential position for proactive health. By leveraging the inherent preventive medical philosophy of both Functional Medicine and the Functional Medicine patient, Dr. Steve helps significantly impact the practice, patient, and practitioner with real-world programs that can fit seamlessly with medical practices.

For nearly 30 years, Dr. Steve has effectively advanced a distinctive and practical approach for implementing Lifestyle Medicine, therefore placing him in a class by himself. He co-founded the Optimal Heart Attack & Stroke Prevention Center with America's first Female Concierge Cardiologist, where Dr. Steve crafts and hones real-world programs for immediate impact.

Capitalizing on his know-how as the Chief Science Officer for a health technology and app company with world-wide reach, Dr. Steve uses his knowledge of leading-edge technology so practitioners can effectively and efficiently incorporate Lifestyle Medicine concepts. His methods are data-driven to optimize patient care,

patient experience, and practice success.

Passionate about optimal health, Dr. Steve utilizes simple, yet powerful tools and methods. His unfiltered and keen sense of the “patient perspective” drives his modifiable Lifestyle Medicine Continuum©. He works to align science, techniques, programming methods, and innovative technologies so they adhere to his principle of “success through simplicity.”

Dr. Steve also serves as the Chief Science Officer of Nudge, LLC, a lifestyle medical technology company in Richmond, Virginia.

Course Outline

Technology: Wearables & Apps
Health Coaching, Lifestyle Medicine, TECHNOLOGY

Maximize Client/Patient Health & Your Business
Balance: Technology – Human
Success through Simplicity

Technology: Wearables & Apps
Maximize Client/Patient Health & Your Business
Technology – A Powerful Tool In Your Toolbox.
Ease – Incorporating The Right Technology.
Choosing – Questions To Ask.
Examples – Platforms, Apps, Patient Technology

Technology – A Powerful Tool Your Toolbox.
What are mHealth Technologies?

- ✓ Health devices.
- ✓ Wireless data collection.
- ✓ Help with behavior change.
- ✓ Communication & Connection
- ✓ Electronic devices worn.
- ✓ Biological recognition to signal output
- ✓ Track different variables.
- ✓ Application Programs.
- ✓ Offer health-related services.
- ✓ Smart phones and tablets.

The Big WHY: Create a Motivational Environment
Patient With You – Patient Away from you.

Key Facts

- US PATIENTS WANT MORE DIGITAL HEALTH: 2016 survey shows use of health wearables doubled in two years.
- Consumer use of apps & wearables has doubled
- The evolution of technology adoption & usage
- Consumers and doctors agree that using wearables helps patient engagement
- US PATIENTS WANT MORE DIGITAL HEALTH: 2016 survey shows use of health wearables doubled in two years.
- Most consumers are willing to share wearable or app data with a doctor or nurse
- When recommended by a doctor, 3 in 4 consumers followed advice to wear technology to track health
- Most US consumers wear or would be willing to wear technology for health tracking

The predicted wearables boom is all about the wrist
Abandonment Rate of Smart Watches & Fitness Trackers

29% smart watch
30% fitness trackers
Why?

Not useful

Bored

Broken

VALUE OF TECH?

- Communication
- Maximum Efficiency
- Evidence Based
- Engagement
- Patient Centered

ACTIONABLE FEEDBACK

Engage feedback

Communicate-guide

Simple, easy, safe for client

- Technology matched to person- strengthen behavior change
- Reality and perception
- Data and quantify
- Accountability and documentation
- Data supported feedback
- Information for modification
- Motivational environment

Not all patients will use wearables

Keep it Simple.

What can be measured?

What do you want to Measure?

Accuracy of wearables

What is the Best Wearable?

- ✓ What will Patient/Client wear?
- ✓ What is to be tracked?
- ✓ How long of battery life is needed?
- ✓ Will it connect with a coaching platform?
- ✓ What is the price range?

Examples of wearables and other health technologies

Top 6 questions for choosing a health app

1. What needs to be tracked?
2. Is Data presented intuitively?
3. How many steps are involved with inputting data?
4. Does it synch with wearables you like?
5. Overall, does it seem simple or complex?
6. Is the Data "pushed" to a health coach platform?

What about APPS?

Beyond the App

Connection

Retention

Efficiency

Some Questions to ask when choosing a Health Coaching Platform & App.

1. What do I/we need to best serve my patients/clients?
2. Is the App complicated or is it simple for patients/clients?
3. Will it synch with Apps already used by patients/clients?
4. Is the App found in both the Apple Store and Google Play?
5. Is the Platform complicated or simple?
6. Will the tools of the Platform make you more efficiently and effectively with your coaching?
7. Is built in communication part of the platform?
8. Can patients/clients be grouped for better communication?
9. Can I easily set alerts to make me aware of patients/clients based on my parameters?
10. Will the Platform integrate with your current model (Is it Flexible)?

11. Will you get personal help with set-up and launch?
12. Does or will the platform incorporate machine learning or AI to make my coaching more efficient?
13. Is the system based primarily on automated messaging and coaching or does a balance between technology and the health coach exist?
14. Does the company offer training and help with remote coaching?
15. Is the App and Platform HIPPA Secure?

Review a List of Platforms and apps

Review

Create a Motivational Environment for a Patient

VALUE OF TECH?

- Communication
- Maximum Efficiency
- Evidence Based
- Engagement
- Patient Centered

Keep it Simple

Question and Answer Segment

REFERENCES

US Patients want more digital Health; Accenture 2016 Report: <https://www.accenture.com/us-en/insight-research-shows-patients-united-states-want-heavy>

Pew Research: The Evolution of Technology Adoption and Usage. www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/ft_17-01-10_internetfactsheets/

Top 10 healthcare wearables to watch: <http://managedhealthcareexecutive.modernmedicine.com/managed-healthcare-executive/news/top-10-healthcare-wearables-watch>

Vodopivec-Jamsek V, de Jongh T, Guroi-Urganci I, Atun R, Car J. (2012) Mobile phone messaging for preventive health care. *Cochrane Database Syst Rev.* 2012 Dec 12; 12():CD007457.

Fjeldsoe BS, Marshall AL, Miller YD. (2009) Behavior change interventions delivered by mobile telephone short-message service. *Am J Prev Med.* 2009 Feb; 36(2):165-73.

Text messaging as a tool for behavior change in disease prevention and management. The effectiveness of mobile-health technology-based health behavior change or disease management interventions for health care consumers: a systematic review. 25. *Soc Sci Med.* 2013 Nov; 97():41-8.

Head KJ, Noar SM, Iannarino NT, Grant Harrington N. (2013) Efficacy of text messaging-based interventions for health promotion: a meta-analysis. *Soc Sci Med.* 2013 Nov; 97():41-8.

Kvedar J, Coye MJ, and Everett W. (2014) Connected Health: A Review Of Technologies And Strategies To Improve Patient Care With Telemedicine And Telehealth doi: 10.1377/hlthaff.2013.0992Health Aff February 2014 vol. 33 no. 2194-199.