



# LearnforLife<sup>®</sup> and Cloud Computing

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## LearnforLife APPROACH to preventive interventions

**Create and manage behaviour modification campaigns as well as increase health awareness among a targeted community of users to prevent lifestyle based disorders based on empowerment (preaching do's instead of don'ts) and scientifically proven and evidence based behavioural change drivers**



# BEHAVIOURAL CHANGE LEVERS

## Traditional Behavioural Change Approach

### Interactive

- See doctor more often
- Personal coach
- Counselors

### Non Interactive

- Traditional push mass media campaigns

## Major Communication Trends (Enabled by Mobile Devices & Technology Evolution)

- 1 Targeting individuals who are “**in the market**” – in the process of either researching or making a choice
- 2 Creating a stronger “**in context**” experience to engage the individuals
- 3 Introducing **stronger interactivity** and increased focus on direct response, leading to an improved effectiveness measurement and targeting
- 4 Leveraging **communities** to deliver more influencing messages
- 5 Connecting “**on the go**” on their mobile devices and at a non-disturbing time



ENGINE BUILDS CAMPAIGN logic THROUGH a sequence of target selection, propensity, ranking and contact rules

ILLUSTRATIVE

Target State



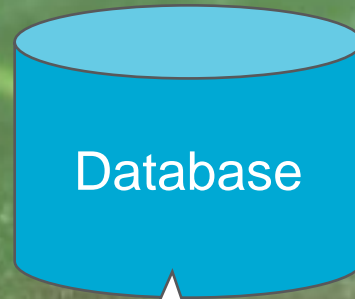
"Treatment" = any kind of health-initiated communication with an individual



# WHAT WE CAN MEASURE

## Indicators

- ... users
- ... activity levels
- ... different social levels
- ... scores
- .... goal achievement
- ....health data



MoH

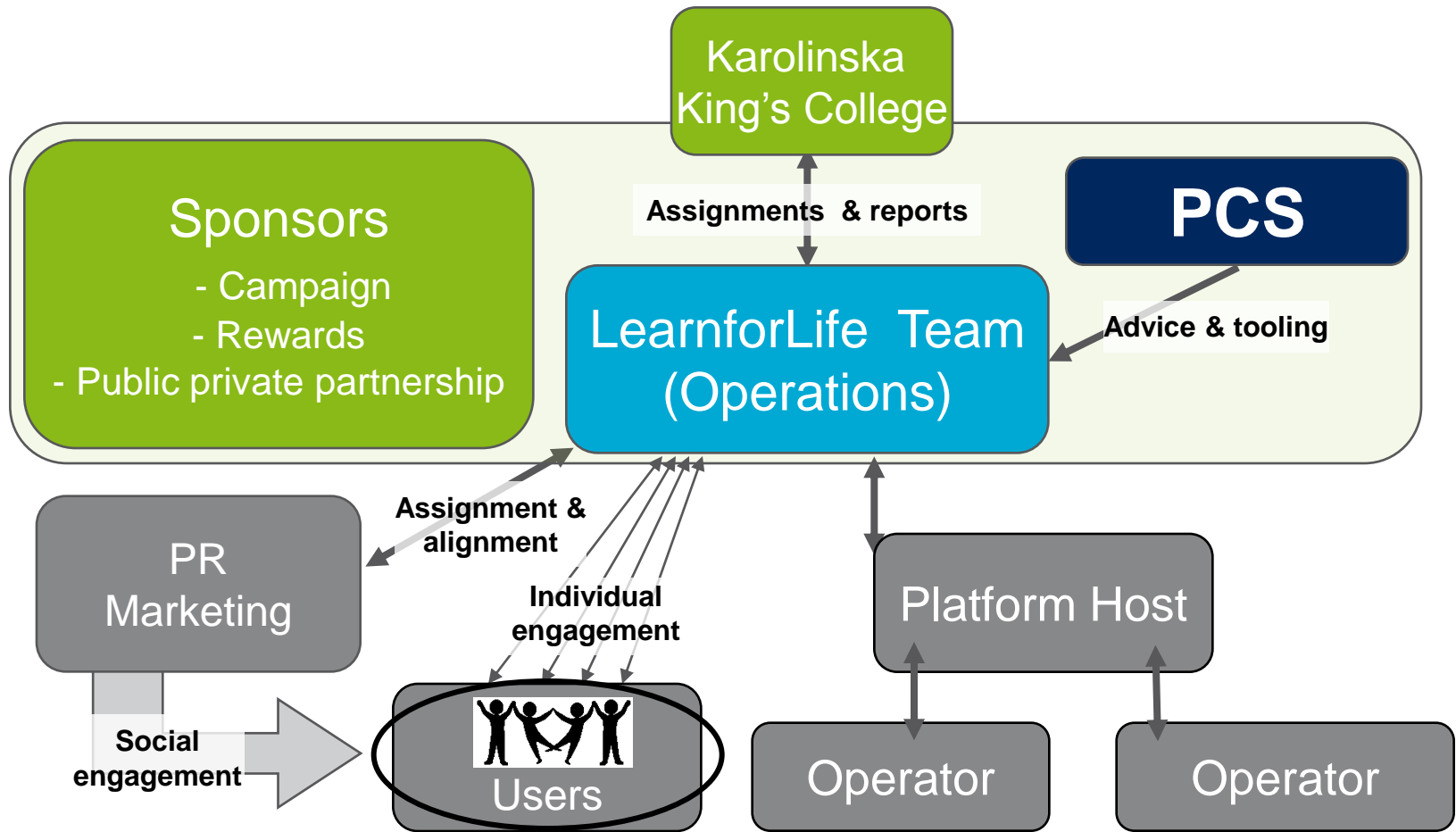
## National Portal



- Individuals
- Health Facilities
- Health Professionals
- Insurers

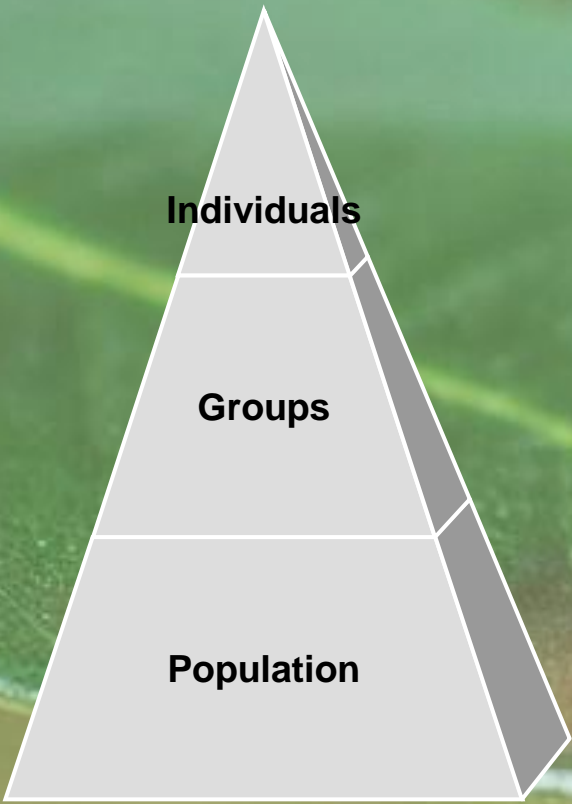


# STAKEHOLDER ECOSYSTEM





# LearnforLife PROGRAMME COVERAGE



## LearnforLife Programme Coverage

- Tailor-made programme on diet and physical activity, gradual progression awareness and empowerment
- Individual facilitator programmes on goal achievements

- Segmentation of target groups based on established research results
- Exploiting social relations at multiple levels

- Possibilities for low-cost high reach
- Comparative measurements throughout the population
- Incentive structured segmentation



# Opportunities in the CLOUD

- **ACCESSS**
- **SPEED**
- **STORAGE**
- **INTEROPERABILITY POSSIBILITIES**
- **SCALABLE**
- **MULTIPURPOSE**
- **LOW COST**





## CHALLENGES in the CLOUD

- **SECURITY**
- **PRIVACY / INTEGRITY**
- **VULNARABILITY**
- **INTEROPERABILITY CHALLENGES / CLOUD NETWORKING**
- **Special e-health challenges:**
- **SUSTAINABLE BUSINESS-MODELS**
- **DATA OWNERSHIP**



Thank you!