
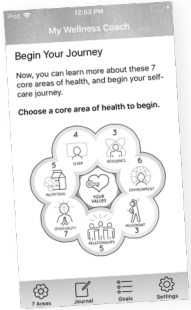


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My Wellness Coach (beta)

A Self-Care Mobile App - For All:
 A Tool, Pilot Research, and
 Potential Future
 Implementations

Presenters: Molly K. Burke and Audrey J. Brooks, PhD
 Andrew Weil Center for Integrative Medicine, University of Arizona



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Agenda

1. A Self-Care Mobile App: Project Overview & DEMO (20 minutes)
 - Project Objectives, Philosophy,
 - Underserved Accessible Features
 - Mobile App Overview: What the app does
 - Demonstration with Experiential Score 7 Core
2. A Pilot Evaluation with the Underserved (20 minutes)
 - Research Project Description
 - Highlights of Results
3. General Q&A and Discussion on Implementations (10 minutes)
 - Questions
 - Implementing a self-care tool – Potential challenges
 - Patient/client vs Staff
 - Independent vs Group
 - Stand-alone vs Incorporated with other support
4. SMART Goal Setting – Experiential (10 minutes)
 - Work through SMART steps for Healthy Behavior Goal
 - Create first action step, due date and backup plan

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Objectives & Philosophy

Provide accessible and useful information and guidance to **anyone** interested in supporting or improving their health and wellbeing.



- Empower the individual
- Increase self-awareness of one's health and wellbeing
- Facilitate and support healthy behavior change
- Accessible and effective for the underserved

Design Influences from behavior change philosophy and practices taught in AWCIM educational programs:

Motivational interviewing & Integrative health coaching


- Non-directive
- Change talk focused
- Values-based motivation
- SMART goal setting and action steps
- Accountability resources

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Underserved Accessible Features


- Reading level: 5th grade or lower
- Examples, tips, and resources that reflect
 - diverse participants
 - participants with limited funds
- Offline functionality (post install and log in)
- Guides on core areas of health point to small changes that impact health
- Centered on participant's values – *what is most important to you, what do you want your health for?*
- Device access: smart phones or tablets for Android or iOS
- Language access: English and Spanish (Aug. 2019)



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What the App does




Begin Your Journey


Now, you can learn more about these 7 core areas of health, and begin your self-care journey.

Choose a core area of health to begin.


- **CORE VALUES:** Connect to what matter's most to you and what you want your health for.
- **7 CORE AREAS OF HEALTH:**
 - **Learn More:** succinct information, tips, and curated resources to support your health
 - **Explore:** questions and feedback for evaluating your health and ways to improve it.
 - **Plan & Act:** Step by step SMART goal creation for healthy behavior changes you value. Ongoing action step creation and tracking to reach your goal or evolve it over time.
- **Additional Features:**
 - Reminder notifications and goal tracking.
 - "Take a Break" clock feature – control when you need a break and reminder to come back.
 - Free form in-app journal



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What the App does NOT do




Begin Your Journey


Now, you can learn more about these 7 core areas of health, and begin your self-care journey.

Choose a core area of health to begin.


- Prescribe or direct the participant to do any specific behavior
- Count steps, calories, or your weight
- Tie into other health apps, electronic medical records, or social media



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Evaluation Projects so far...



Completed


- **2017: Movement-only** beta version of app
 - Provided in iOS/Android, English/Spanish
- **2018: Full app My Wellness Coach** beta:
 - Revisions/Improvements from 2017 Pilot data and feedback
 - Content expanded to all 7 core areas

2019 - In Progress


- **Integrative Health Coaches and Integrative Physicians (Alum):** Support tool with patients/clients
- **PAC-12 U of A Student Athlete** Wellbeing support tool

Future/Potential

- **Community Health Workers -** Self-care; Diabetes/Prediabetes Client Support Tool
- **Diabetes/Pre-Diabetes Patients – El Rio Collaboration**




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User Experience: After using the My Wellness Coach (beta) app, I feel...


- 74% **Proud of myself**
- 82% **More informed about my health**
- 76% **Excited about my future**
- 83% **Motivated to make healthy changes**
- 83% **More confident in making healthy changes**

Post/13-Week Survey Responses, N=34-35
Percent that Strongly Agreed or Agreed.





DEMO: Ready to follow along?



Begin Your Journey


Now, you can learn more about these 7 core areas of health, and begin your self-care journey.


Choose a core area of health to begin.

- Downloaded and installed?
- Created an account? You should be logged in
- Privacy Policy and Disclaimer screens accepted?
- Intro instructional – review or skip


Experiential Participation

Use the form provided to score your satisfaction in each of the 7 core areas (you can do this in the app if you have installed it and created an account, otherwise paper versions are provided)





Score your 7 Core Areas



Score Your 7 Core Areas

Let's find out how satisfied you are in the Core Areas of Health.

Pick an area to continue.


Score your satisfaction with your health 1-10 scale. How you feel, not how someone else would rate it.


- 1 – least satisfied with your health in this core area
- 10 – most satisfied with your health in this core area.

These scores can change in a day or over time and can be updated any time.


It gives an informative visual and may lead you to which area or areas you may like to make a change in first.

Once you score all 7, you will see a navigation bar appear and access to all functions and features are open.





Answer Core Values




Core Values

Explore what matters to you most.

What's important to you?

What values guide you in life?

Why do you want to be healthier?



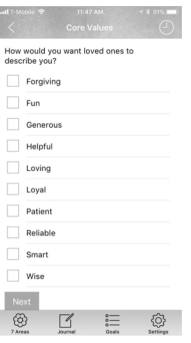
Core Values

Select one of the questions below to answer.

How would you want loved ones to describe you?


How would you want loved ones to describe you?


Why do you try to be a helpful person even when things are difficult?




How would you want loved ones to describe you?

- Forgiving
- Fun
- Generous
- Helpful
- Loving
- Loyal
- Patient
- Reliable
- Smart
- Wise





DEMO: Learn More



Nutrition


Learn more about this core area

Explore your current health

Plan and Act on a health goal

Rescore your satisfaction

Core Values



Nutrition: Learn More

Check out the topics below for info, tips, free resources, and more topics. Learn more for your health and wellbeing!

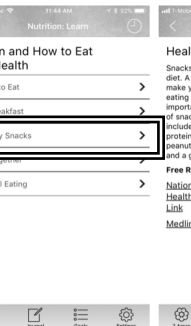
Carbohydrates: Energy foods

Protein: Building blocks of the body

Beverages

Vitamins

When and How to Eat for Health



When and How to Eat for Health

When to Eat

Eat Breakfast

Healthy Snacks

Mindful Eating

Healthy Snacks

Snacks can be an important part of your daily diet. A healthy snack between meals can make you less hungry and keep you from eating too much at meals. Snacks are also important before or after you exercise. Think of snacks as "mini-meals." They should include complex carbohydrates and a little protein and fat. One example would be a peanut butter sandwich on whole grain bread and a glass of milk.

Free Resources

National Health Information Center: [Healthy Snacks: Quick Tips for Parents Link](#)

Medline Plus: [Snacks for Adults](#)

DEMO: Explore

The screenshot shows the 'Explore' screen of the My Wellness Coach app. It features a top navigation bar with the app's logo and a 'DEMO: Explore' title. Below the navigation bar, there are four main content areas: 'Nutrition', 'Explore Your Nutrition', 'Healthy Meals', and another 'Healthy Meals' section. Red boxes highlight the 'Explore your current health' link in the Nutrition section and the 'Healthy Meals' link in the Explore Your Nutrition section. The bottom of the screen has a navigation bar with icons for Home, Journal, Goals, and Settings.

Plan & Act: SMART Goals

Let's draft your goal statement.

The screenshot shows the 'Plan & Act: SMART Goals' screen. It features a top navigation bar with the app's logo and a 'Plan & Act: SMART Goals' title. Below the navigation bar, there are four main content areas, each showing a different step in the goal creation process. Red boxes highlight the 'Draft Your Goal' button in the first column and the 'I plan to' text in the second column. The bottom of the screen has a navigation bar with icons for Home, Journal, Goals, and Settings.

Plan & Act: SMART Goals

Get Specific

The screenshot shows the 'Get Specific' screen of the My Wellness Coach app. It features a top navigation bar with the app's logo and a 'Plan & Act: SMART Goals' title. Below the navigation bar, there are four main content areas: 'Plan', 'Examples and Help', 'Nutrition Goal Examples', and 'Example Goal'. Red boxes highlight the 'Draft Your Goal' button in the Plan section and the 'I plan to do less...' text in the Examples and Help section. The bottom of the screen has a navigation bar with icons for Home, Journal, Goals, and Settings.

Plan & Act: SMART Goals

Make it Measurable

The screenshot shows the 'Make it Measurable' screen of the My Wellness Coach app. It features a top navigation bar with the app's logo and a 'Plan & Act: SMART Goals' title. Below the navigation bar, there are four main content areas: 'SMART Goal: Measurable', 'Measurable', 'Nutrition Goal Examples', and 'Example Goal'. Red boxes highlight the 'Draft Your Goal' button in the SMART Goal: Measurable section and the 'I plan to do less...' text in the Measurable section. The bottom of the screen has a navigation bar with icons for Home, Journal, Goals, and Settings.

Plan & Act: SMART Goals

Is it **Achievable**? Is it **Relevant**?

SMART Goal: Achievable

You said: **In the next 3 months, I plan to do less...**
 Snacking and desserts
Specific: - Limit my snacking to under 200 calories
 - Snack only once a day. Desert only 3 times a week.
Measurable: YES - Desert 3 times a week
 - Less than 200 calories for each snack

SMART Goal: Relevant

You said: **In the next 3 months, I plan to do less...**
 Snacking and desserts
Specific: - Limit my snacking to under 200 calories
 - Snack only once a day. Desert only 3 times a week.
Measurable: YES - Desert 3 times a week
 - Less than 200 calories for each snack

On a scale of 1-10 how important is this goal to you (1 least to 10 most)?

If you score the importance of achieving your goal **below 5**, you'll have an opportunity to explore this more – consider what is important to you and if you need to make changes to your goal.

Plan & Act: SMART Goals

Timely – Pick a due date

SUMMARY – Want to share your goal with someone or send to yourself to print and hang up a place you'll find?

SMART Goal: Timely

Pick a date 12-14 weeks from today. I will achieve this goal by:

June	4	2018
July	5	2018
August	6	2018
September	7	2018
October	8	2018
November	9	2018
December	10	2018

My SMART Goal: Nutrition

My SMART Goal

My plan to do less...
 Snacking and desserts
Specific:
 - Limit my snacking to under 200 calories
 - Snack only once a day. Desert only 3 times a week.
Measurable:
 - Desert 3 times a week
 - Less than 200 calories for each snack
Achievable: Yes
Relevant: Yes
Timely: I will achieve this goal by August 06, 2018.

Plan & Act: Action Steps

What are Action Steps?

Action Plan: Steps to Reach Your Goal

Think about the steps you need to take to stay on a path towards your goal. These are your action steps.

You can't leap forward 50 feet. You need to take one step at a time.

Keep in mind...
 - Small actions
 - Double today or this week

Examples (Nutrition)

Action Step Examples

I am ready to start eating better.

I hope to do more cooking.

Action Step 1

Get baby carrots and broccoli at the store. Pack my lunch and for an afternoon snack.

Action Step 2

After trying these 2 veggies, decide if I like them plain/raw.

Plan & Act: Action Steps

Create your first Action Step!

SMART Action Steps

My Goal: I plan to do less...
 Snacking and desserts
Specific: - Limit my snacking to under 200 calories
 - Snack only once a day. Desert only 3 times a week.
By: 08-06-2018

Example Action Steps

Remember - action steps are small. You can do them soon. And they build on your progress. Describe your action step below. Provide details (What, When, How often, How long, Where, With whom, Other details):

MY ACTION STEP (brief description):

Action Step - Due Date

Action Step - Reminder

Back Up Plan

Even a great plan can get interrupted. Sometimes life gets in the way. What might get in your way of completing this action step?

What could be a backup plan, if this happens?

Plan & Act: Report and Create Action Steps

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My Wellness Coach BETA

12:53 PM
My Wellness Coach

Begin Your Journey
Now, you can learn more about these 7 core areas of health, and begin your self-care Journey.

Choose a core area of health to begin.

From your reminder notification.

Or
Goals button from bottom toolbar.

Easy access to the goals you are working on or healthy habits you are maintaining.

Current Goals
You are currently working toward:
Snacking and desserts
Plan and Track this goal

Current Goals
Exercising more
Plan and Track this goal

Healthy Habits
Keep going with:
Resilience
Set or End reminders for this goal

Completed Goals

Plan & Act: Report and Create Action Steps

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10:20 AM
Goal: Plan & Act

10:20 AM
Goal: Plan & Act

10:20 AM
Goal: Plan & Act

Select the goal to work on.
Current Goals
You are currently working toward:
Snacking and desserts
Plan and Track this goal

Add action steps and report.
SMART Goal
You are currently working toward:
I plan to do less...
Snacking and desserts
BY 08-05-2018
Action Step: Research low calorie snacks. Healthy and affordable.
BY 08-03-2018
Goal date: 08-06-2018
1 days left
Edit goal
Action Steps
+ Add an Action Step
Research low calorie snacks. H. Time to snack.

"Successful" or not - lessons learned and next steps.
Report & Reflect
Action Step: Report & Reflect
Goal: I plan to do less...
Snacking and desserts
BY 08-05-2018
Action Step: Research low calorie snacks. Healthy and affordable.
BY 08-03-2018
Select one of the statements below:
 I successfully completed this action step
 I did not complete this action step
Next

Additional Features + Updates

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My Wellness Coach BETA

11:59 AM
Journal Entries

June 2019
April 2019
March 2019

Journal - free form

Take a Break - Customize reminder to return to app at any point.
SMART Goal
You are currently working toward:
I plan to do less...
Snacking and desserts
BY 08-05-2018
Action Step: Research low calorie snacks. Healthy and affordable.
BY 08-03-2018
Goal date: 08-06-2018
1 days left
Edit goal
Action Steps
+ Add an Action Step
Research low calorie snacks. H. Time to snack.

Achieve goals and maintain your Healthy Habits with planning and tracking.
Current Goals
You are currently working toward:
Exercising more
Plan and Track this goal
Healthy Habits
Keep going with:
Resilience
Set or End reminders for this goal
Completed Goals


Draft a goal - indicators for what SMART questions to complete.
Plan
Plan your SMART goal and action steps.
Draft Your Goal
Specifics
Measurable
Achievable
Relevant
Resources
What is a SMART goal?


Movement-Only Pilot

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My Wellness Coach BETA

- In August 2017, the Movement-only pilot version of the IHSC tool
 - English and Spanish;
 - iOS and Android;
 - On the App Store and in Google Play.
- The following month, research sites at four community health centers (CHC) were given staff training opportunities, as well as participant onboarding options.
 - Mariposa Community Health, Nogales, AZ;
 - Marana Community Health, Marana, AZ;
 - El Rio Community Health Center, Tucson, AZ;
 - La Frontera Center, South Tucson, AZ.
- In addition to Community Health engagement, the Center promoted the Movement-only pilot app through a presentation at the 2017 IM4US conference in Chicago, and through our Center interest email list. Over 1600 accounts were created by individuals, of whom 637 consented to participate in the IRB research study.



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Movement-Only Pilot: Demographics

Demographics: Lacking Diversity

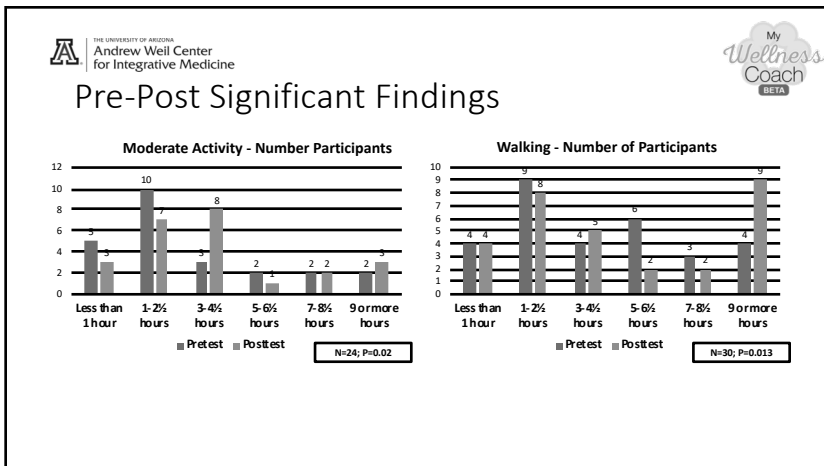
- Of the 501 with Pre Survey responses, 59 had pre- and post data.
 - 24% patients or staff at pilot site
 - 85% female
 - 91% white
 - 90% non-Hispanic
 - 93% had college or graduate-level degrees:
 - 68% graduate
 - 25% bachelor's degrees
 - Income – n=37
 - > \$75,000 – 78%



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Outcome - Pre-Post Significant Findings

Measure	N	Pre Mean	Post Mean	Sig
eHEALS	45	33.71	35.91	<0.004
Days Moderate Activity	39	2.15	3.00	0.013




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Full Tool Dev & Eval Phase: Lessons Learned and Applied


Implementation & Recruitment

- Focus on individual implementation
- Better incentives for participants to complete lengthy evaluations
- Provide paid staff for recruitment, onboarding, and evaluation collection
- Provide group design/curriculum and paid staff (including integrative health coach facilitator)

Full Tool Development


A set of design and UX improvements were developed from all the feedback. The team came up with these key improvement goals for the full tool release, based on all the feedback:

- Easier
- More intuitive
- More flexible
- Clearer expectations
- Clearer achievements/progress
- More engaging
- Clearer value proposition




FULL APP PILOT STUDY

- Sites:**
 - El Rio Community Health Center – patients, staff, friends
 - Southern Arizona Aids Foundation – staff
- Participants:** Weekly 90-minute group at El Rio Community Health location (n=5) or individuals met with a study coordinator (n=36; El Rio patients, staff, & friends; SAAF staff) who provided assistance with app installation, evaluations and offered ongoing support in using the app.
- Evaluation:** Background demographic information at baseline. Validated measures of health status, eHealth literacy, overall wellbeing, psychological wellbeing, resiliency, wellness behaviors, environmental health, and clutter completed at baseline and 3-months.
- User Data:** Goal setting data were collected in the app.
- User Feedback:** Mobile App Rating Scale (MARS), a validated survey for assessing the quality of mobile apps and a MWC user survey designed to assess specific aspects of MWC features were administered at week 5 and 3-months.



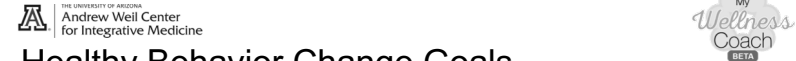
Participants: n=41

Group	Male	Female	Total N
El Rio-Group	2	3	5
El Rio-Individual	1	11	12
El Rio-Individual/Staff	1	6	7
Other-Individual	2	10	12
SAAF-Individual/Staff	2	3	5
Total	8	33	41



Participant Background Characteristics

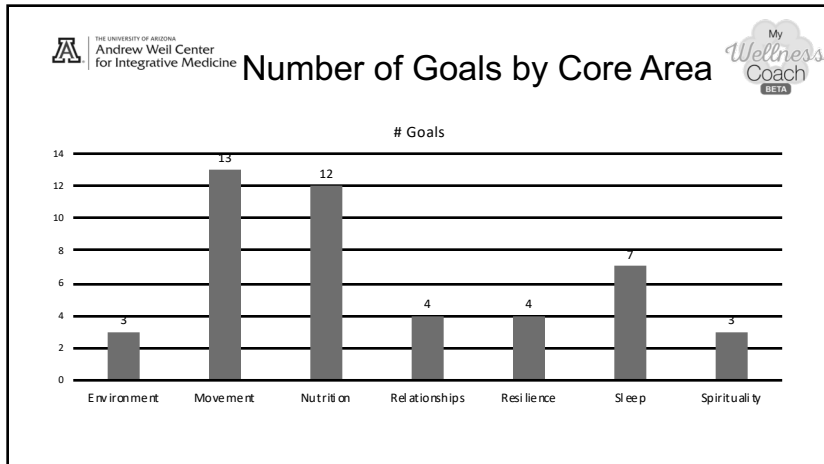
- 80% Female
- 48% Hispanic (n=40 reporting)
- Race (n=31 reporting)**
 - White – 67.7%
 - African American – 25.8%
 - American Indian/Alaska Native – 3.2%
 - Asian – 3.2%
- Education**
 - Less than high school – 2.4%
 - High school graduate – 17.1%
 - Some college – 43.9%
 - Bachelor's degree – 22%
 - Graduate degree – 14.6%
- Income – n=35**
 - ≥ \$29,999 – 37%
 - \$30,000-\$74,999 – 34%
 - ≥ \$75,000 – 29%



Healthy Behavior Change Goals

- Number of goals set – 46
- 16 Successful goals
 - 3 completed and 1 archived
 - 13 completed goal and chose to continue tracking the healthy behavior
 - Of the 13 goals:
 - 3 sleep, 3 movement
 - 2 relationships, 2 nutrition
 - 1 resilience, 1 environment, 1 spirituality

Group	N	# WITH GOALS	% WITH GOALS
El Rio-Group	5	5	100%
El Rio-Individual	12	9	75%
El Rio-Individual/Staff	7	7	100%
Other-Individual	12	6	50%
SAAF-Individual/Staff	5	4	80%
Grand Total	41	31	76%



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My Wellness Coach BETA

eHEALS – Health Literacy

- 8 items assessing consumer comfort and skill in using information technology regarding health.
- Rated on a 5-point scale
 - 1=strongly disagree to 5= strongly agree
- N=36

Pre Mean	Post Mean	Sig
30.75	35.5	<0.001

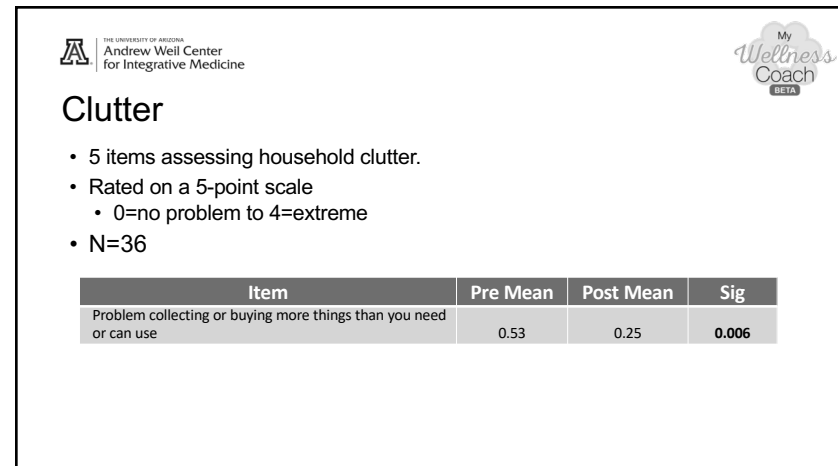
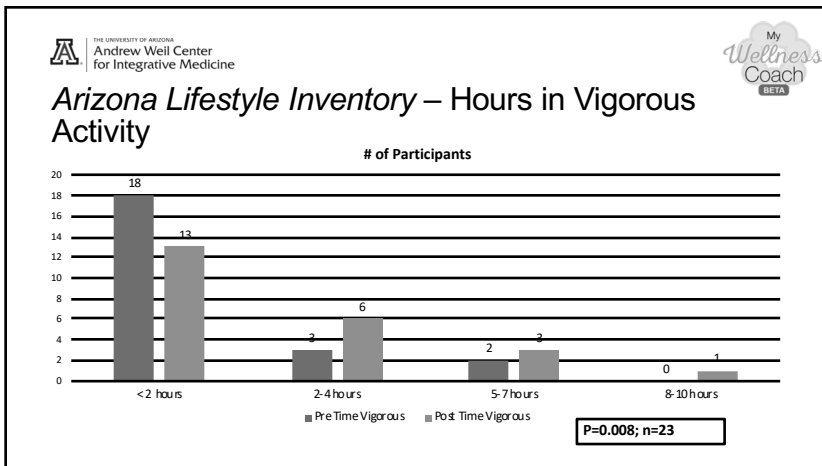
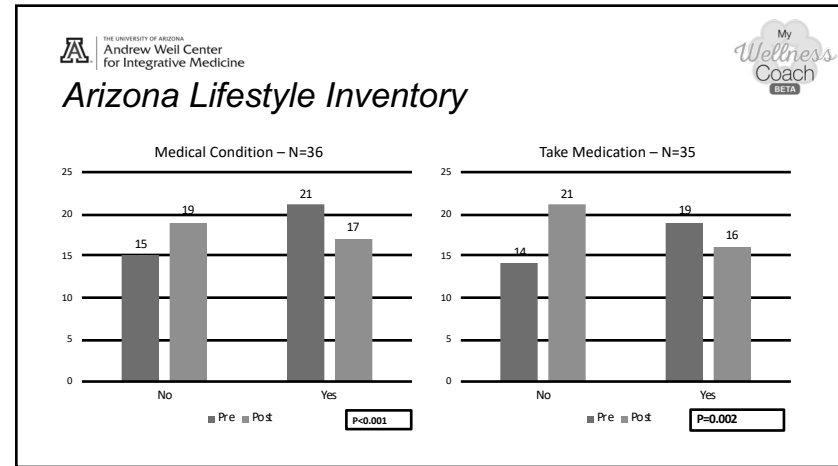
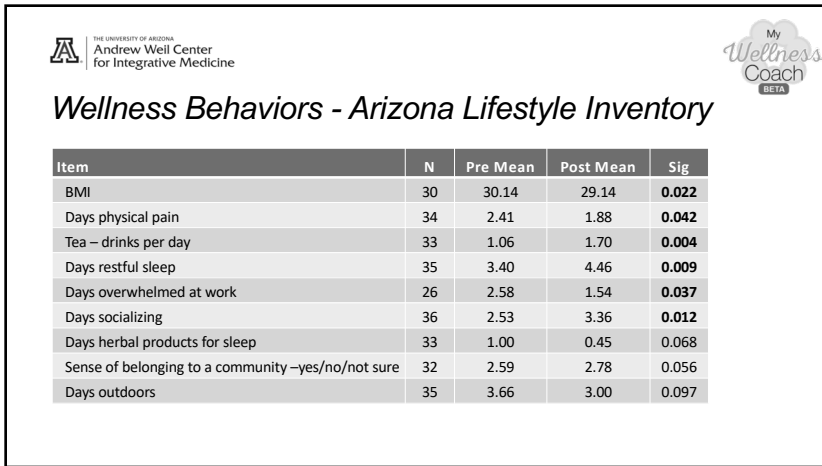
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My Wellness Coach BETA

100 Million Lives Adult Wellbeing Assessment

- 7 items assessing overall wellbeing, physical and mental health, social/emotional support, and socio-economic and spiritual wellbeing
- N=36

Item	Scale	Pre Mean	Post Mean	Sig
Indicate where on the ladder you feel you personally stand right now	0-11	6.83	7.39	0.077
Indicate where on the financial ladder you feel you personally stand right now	0-11	5.74	6.43	0.063
How would rate your physical health	1-5	3.08	3.44	0.003
I lead a purposeful and meaningful life	1-7	5.67	6.17	0.007



Outcome Results - No Change

- Overall wellbeing measured by WHO-5
- Psychological wellbeing
- Resiliency – only 4 set goals in this area
- Environmental Health – only 5 set goals in this area
- Wellness behaviors:
 - Diet/nutrition
 - Spiritual/mind-body practices - only 5 set goals in spirituality
 - Some sleep items
 - Some relationship items - only 4 set goals in relationships
 - Days enjoy work
 - Some physical activity items

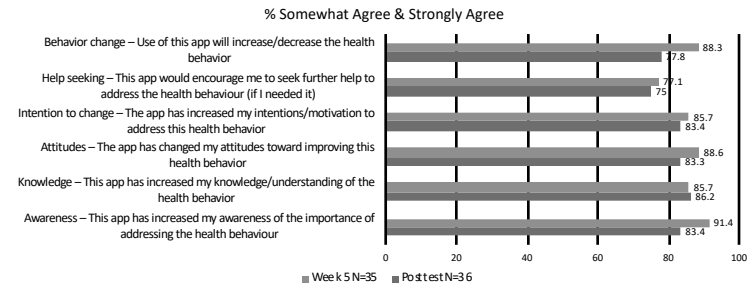
Outcome Results - Declined



- Wellness behaviors – time outdoors decreased
 - Possibly due to change in weather/seasons during the pilot. Study began in August and ended in December

User Feedback – Week 5 & Posttest

- MARS scale – Mobile App Rating Scale
 - Validated scale for classifying and rating the quality of mobile health apps.
- Scales include:
 - Engagement - fun, interesting, customizable, interactive, has prompts (e.g., sends alerts, messages, reminders, feedback, enables sharing)
 - Functionality - app functioning, easy to learn, navigation, flow logic, gestural design of app
 - Aesthetics - graphic design, overall visual appeal, colour scheme, and stylistic consistency
 - Information - Contains high quality information (e.g., text, feedback, measures, references) from a credible source
 - Subjective quality – overall perception of app quality
 - Perceived impact – impact of app on behavior change

Perceived Impact

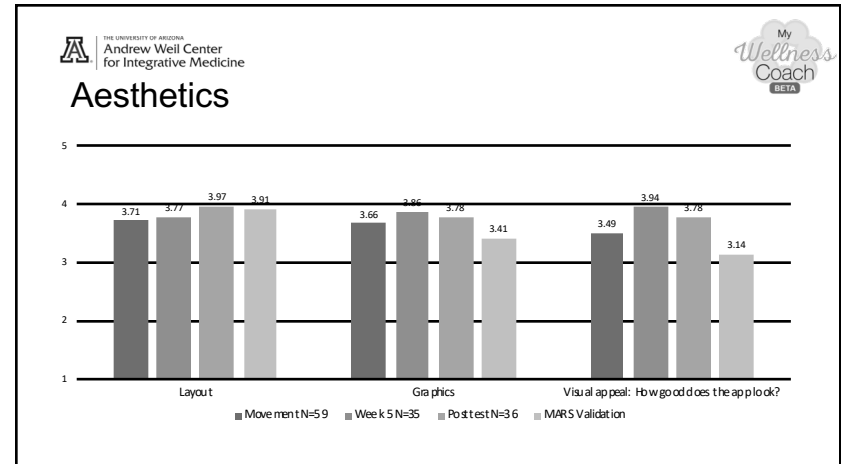
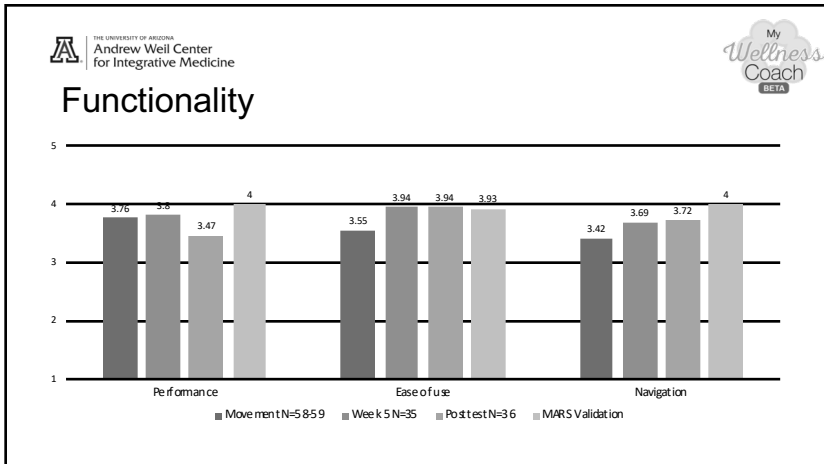
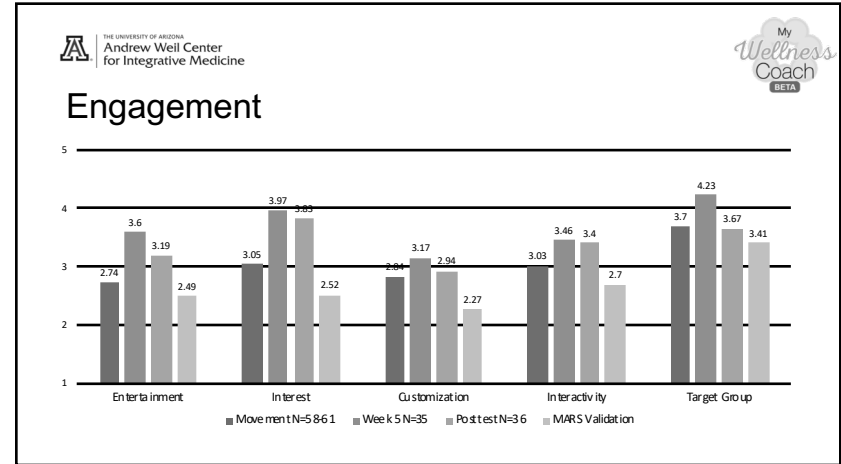


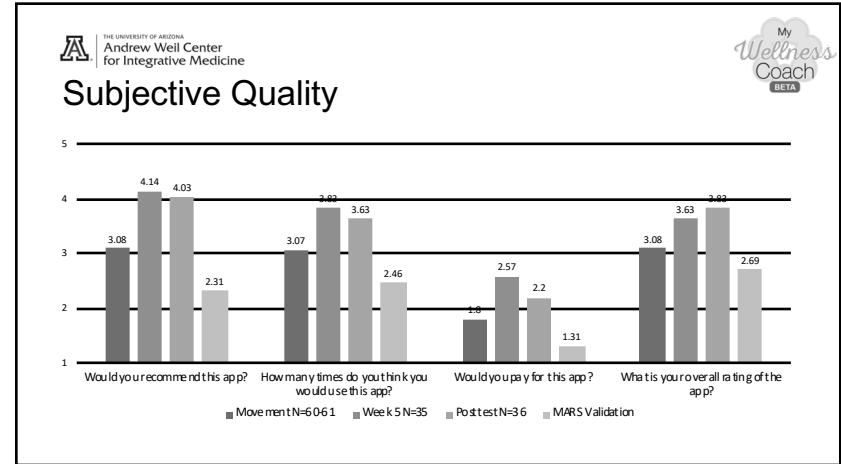
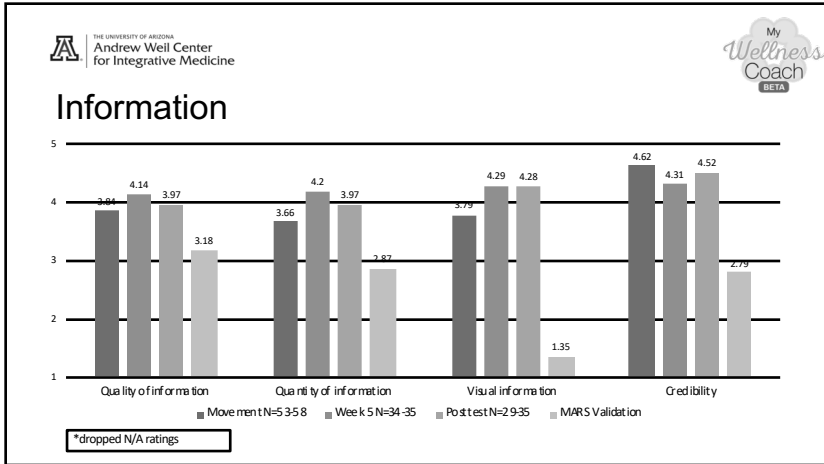



Comparison to Movement Pilot & MARS validation study* - Mean Ratings

5-point rating scale – 1 least favorable to 5 most favorable

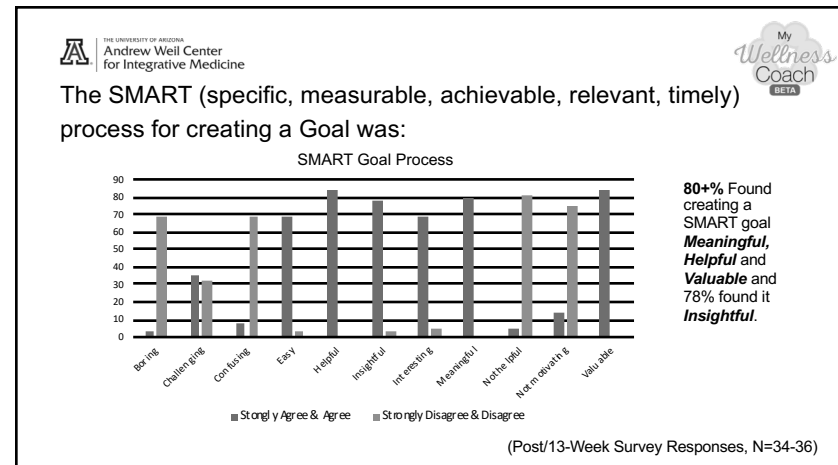
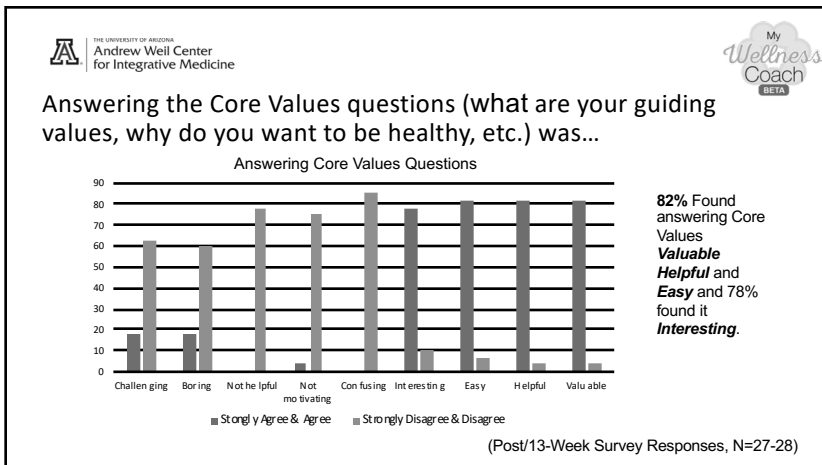
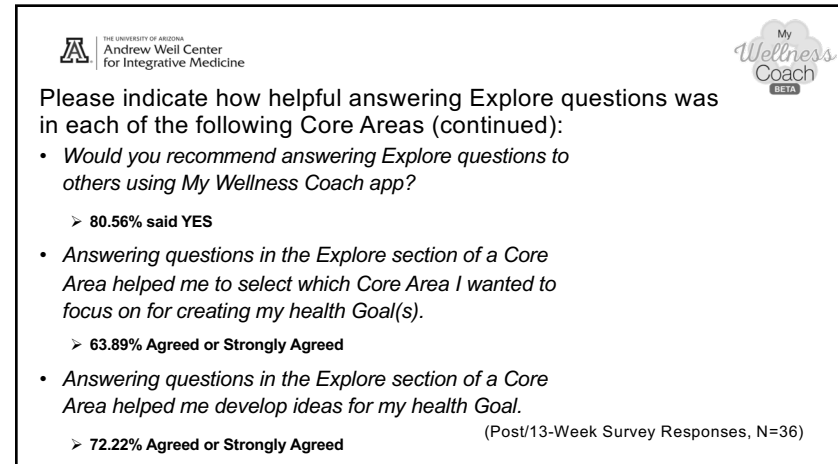
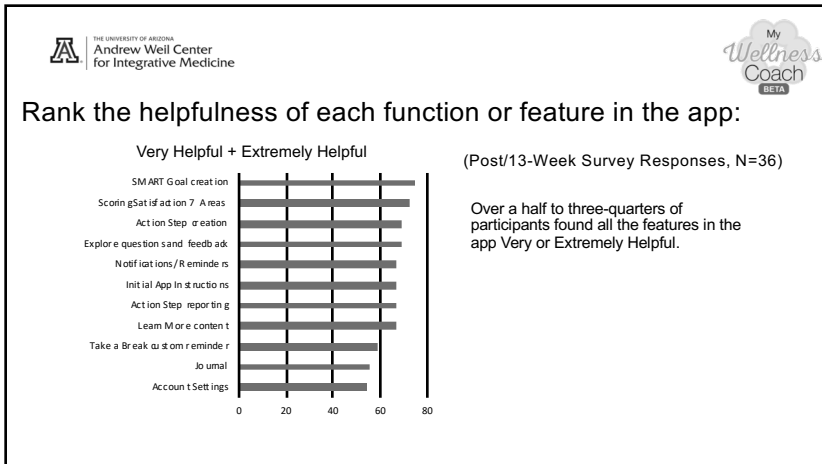
*(rated 50 mental health and wellbeing apps)

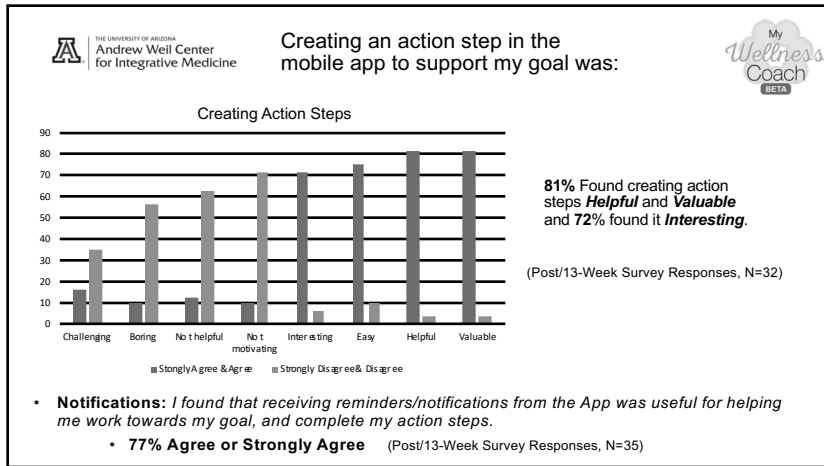




Full Tool: User Experiences
App Engagement, Perceptions, and Outcomes

- Keep Using & Recommend App**
- Do you plan to keep using the My Wellness Coach app?
 - 69.44% said YES
 - Would you recommend My Wellness Coach app to others?
 - 77.78% said YES
- (Post/13-Week Survey Responses, N=36)





Discussion

- Questions
- Implementing a self-care tool
- Potential challenges and opportunities
 - Patient/client vs Staff
 - Independent vs Group
 - Stand-alone vs Incorporated with other support

Experiential

- Create a SMART Healthy Behavior Change Goal (use worksheet or app if you have it installed)
- Set your first action step with due date and back up plan

Questions?

Feel free to contact us directly at:

- mkburke@email.arizona.edu
- brooksaj@email.arizona.edu

Or visit us at our table.

Fun videos about the app:

- An Introduction
- <https://youtu.be/pMBTsDPBys>
- Getting Started
- <https://youtu.be/C2Tvf3PC2k>