

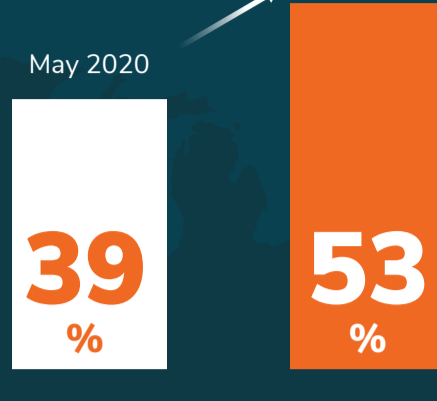
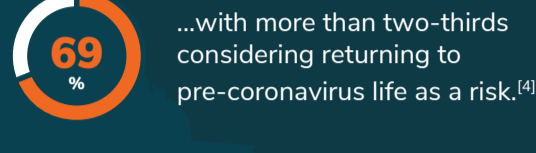
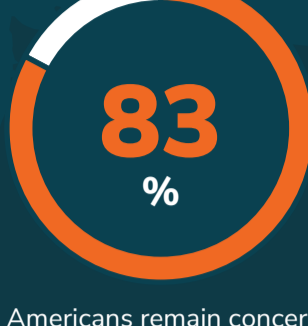


The Digital Health Revolution: Leaving No One Behind

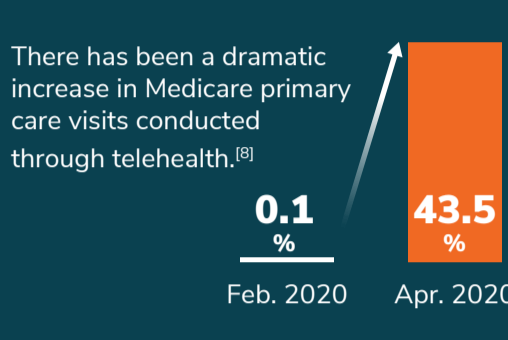
The coronavirus (COVID-19) pandemic represents a global behavior change event, impacting human health, social networks, hospitals, and economies. It has precipitated a crisis of delayed care and growing mental health needs, while intersecting with a social justice movement that underscores the vulnerability of populations long marginalized in their healthcare experiences.^{[1][2][3]}

The pandemic has also been a catalyst for the most rapid adoption of digital healthcare tools to-date, creating a window of opportunity to reshape healthcare as we know it.

Healthcare Shifts in a COVID-19 Landscape



Up to **\$250B** of current US healthcare spend could potentially be virtualized.^[6]



90% of the **\$3.5T** in annual U.S. health expenditures are for people with chronic and mental health conditions.
Most of these can be prevented by simple lifestyle changes and regular health screenings.^[9]

Digital health ecosystems are transforming medicine from a reactive discipline, becoming precise, preventive, personalized, and participatory.

Understanding how behavior-specific factors drive decisions and actions is critical to this transformation.

30+
psychosocial barriers

170
cognitive biases

TOO MANY
contextual factors
TO COUNT

Battling Bias and Psychological Barriers to Care

Many of these barriers have been heightened during the pandemic and create significant challenges to effective communication and engagement.

Threat Perception
Avoid fear-based strategies in favor of optimism and positive framing to reduce defensive responses or helplessness.

Social & Cultural Context
Highlight positive norms tailored to communities and shared groups or identities.

Individual & Collective Alignment
Encourage prosocial behaviors by highlighting the self-gain in protective measures of others.

Crisis Communication
Promote trust in communication with the use of credible sources and easily-processed content, structure, and imagery.

Understanding and overcoming these barriers takes hyper-personalized communications that can learn and evolve with your population and environment.

Move your population to better health with proactive engagement and Precision Nudging.™

Lirio Helps You Drive Behavior Change and Improve Population Health

lirio

In all circumstances, even the most unique like COVID-19, we develop person-centered communication that leads your community to better health.



Behavior Change AI & Your Communications

Behavior Change AI is the marriage of behavioral science and artificial intelligence, scaled through Precision Nudging™.

How to Get Started With Behavior Change AI

- 1** Start with a desired behavior.
- 2** Profile the population and what gets in their way.
- 3** Use behavioral science to create content to overcome barriers to action.
- 4** AI goes to work building effective cluster messages from content libraries.
- 5** Behavioral reinforcement learning responds to reactions from the population and the clustered groups within.
- 6** Over time, messaging is hyper-personalized to the person within the population.

Schedule a consultation to see how Lirio can improve your communications and processes. www.lirio.com | 877.819.2188

¹<https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/race-ethnicity.html>
²<https://www.healthaffairs.org/doi/10.1377/hlthaff.20200716.620294/full>
³<https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/insights-on-racial-and-ethnic-health-inequity-in-the-context-of-covid-19>
⁴<https://www.ipsos.com/en-us/news-polls/axios-ipsos-coronavirus-index>
⁵<https://www.kff.org/coronavirus-covid-19/report/kff-health-tracking-poll-july-2020/>
⁶<https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality>
⁷ibid
⁸<https://aspe.hhs.gov/pdf-report/medicare-beneficiary-use-telehealth>
⁹<https://www.cdc.gov/chronicdisease/about/costs/index.htm>