Health Entertainment –
Putting the AI in Beh[AI]vior Ch[AI]nge

L. Miguel Encarnação, PhD
Emerging Technology Innovation
mencarnacao@humana.com
@mencarna
Step One:

SET UP THE PROBLEM.
We’re getting Older
We’re getting Fatter
We’re getting Sicker
The cost of care is increasing
The system is a Mess
Its official. We’re in a Global Recession
The globe is Warming
There is major Pollution
It has been 100 years since the Cubs Won The World Series
Apparently,

BEHAVIOR CHANGE NEEDED
Challenges

- Most Behavior Change is
  - Inconvenient, and therefore requires continuous reminders and motivation
  - Long-term, and therefore needs to be adapted to varying life situations
  - Individually different, and therefore needs personalization
  - Context-dependent, and therefore requires consideration of group behavior as well
Advocate and create fun activities that are healthy in order to persuade and empower individuals and groups to change behavior incrementally.
Health Entertainment

- Examples in physical health
<table>
<thead>
<tr>
<th>To fit into my old clothes.</th>
<th>LEARNING how to COOK</th>
<th>Not coughing all day.</th>
<th>TO EXERCISE MORE!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying more energized.</td>
<td>DANCE LESSONS</td>
<td>CLEAR SKIN</td>
<td>training for a marathon</td>
</tr>
<tr>
<td>Being more motivated</td>
<td>To quit smoking</td>
<td>Getting my kids to eat healthy</td>
<td>what does this mean to me?</td>
</tr>
<tr>
<td>Raising healthy and happy children</td>
<td>To see my grandchildren from college.</td>
<td>To walk my daughter down the aisle.</td>
<td>To work out everyday.</td>
</tr>
</tbody>
</table>
The Full Spectrum of Well-Being
Living happily with a balanced sense of purpose, belonging, security & health.

Individual Differences!

- **Purpose**
  - Service
  - Vocational

- **Health**
  - Physical
  - Emotional

- **Belonging**
  - Social
  - Community
  - Family

- **Security**
  - Financial
  - Personal Safety
  - Family
  - Environmental

Fun – Health – Happiness – Well-Being
Model Me

Project Me uses your current habits - in diet, exercise, and more - to let you catch a glimpse of what your future health looks like.

Not sure you like what you see? Use the tools below to adjust your habits and get a look at what you should do to improve your future health.

- Average daily caloric intake: 1200
- Average hours of exercise weekly: 10
- Average glasses of water per day: 3
- Average cigarettes smoked per day: 6
- Average daily level of stress (1-10): 3

Session Name: New Year's Resolution

→ send to my goals
Lots of AI challenges ahead

- Personalization
  - Over time
  - In context
- Projection
  - Over time
  - Based on behavioral parameters
  - Based on individual health data
  - Economical, ecological, physiological, social, ...
- Provision of information
  - Just-in-time
  - In context
  - Individual vs. group
- Persuasion
  - Values
  - Triggers
  - Trade-offs
- ...

Guidance when you need it most