



Could These Be Real 21st Century Solutions to Long-Term Lifestyle Changes?

Presentation: Looking at Coaching, Gadgets & Gaming
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Transcription:

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JAY WILLIAMS: I loved Dr. Carmona's vision of what monitoring and censoring will look like in the future, but what we're going to talk about today is what's available, what is coming in the near future and, more importantly, what technologies are applicable for you and the spa industry. I'd like you to think about me as the health component in technology. I am trying to be for you the bridge between what is possible in technology and what works for your spa. I have had about 30 years in the wellness industry, 10 in the spa specifically, playing in different roles, including marketing, sales and spa directors. So I am very familiar with the animal and hope that what I have to offer for you today are some very good matches for what could be possible for your facilities.

I'm going to start with the games because that seems to be what is in the possible press. I'm sure you have all heard the game called SuperBetter. Anyone heard of Jane McGonigal? So Jane McGonigal is actually a renown gamer; she's has given many TED talks; she's typically at all the health technology conferences; and she is considered the queen of gaming. She came from the world of Warcraft, and, perhaps, all those things you have seen your children playing. Jane claims in her TED talk that we can use the power of games to solve real-life problems. Have any of you heard of – I think it's been about seven months now – the gamers that were engaged to find the solution, the protein, that was actually a cause of AIDS? And in just three weeks the gamers found the solution to what medical doctors had been looking at for years. Jane's claim to using this social tool to solve world problems is, in fact, being used.

Just some facts: One billion people a day spend at least an hour playing games. Forty-four percent of the U.S. population is gamers. Forty-two percent of gamers are

women, average age about 42 years old. Twenty-nine percent of gamers are over the age of 50. Ten thousand hours is the amount of time that a 21-year-old has spent playing games, and that, by the way, is about the same amount of time that they spent in middle school and high school, if you can imagine that. The size of the game market will be 5.5 billion by 2015.

This is a view of Jane's gaming page so you can get some idea of what a game of this type might look like. She is the CEO of SuperBetter, and she describes her product as a recovery adventure game. You can see by looking at this that [it] is very similar in look to some of the games you may have seen your children play, or if you're a 42-year-old woman, perhaps something you have been playing. In these types of games like SuperBetter, you can see there are activities, requests, you can recruit allies, there [are] power ups, and I have this highlighted because this is a space where spa industry can jump in. Companies like this are looking for incentives, and they're happy to use incentives that are healthy incentives. You would be a power up in a game like this, and, of course, there are some bad guys, the future boosts. This is another page in the SuperBetter game, and you can see that Jane includes the physical, the mental and the social. By the way, all of her research to develop this game – because she had a brain injury was – completely based on science. Not something to be taking lightly.

The average amount of money that is spent on an employer that has poor health is 11,176 dollars. Keas is a game that has been developed by Bosworth, who left Google Health and went to a private company to develop games specifically through employers. This is a place that you might want to align with if you are trying to get into corporate wellness. They basically believed that the entry point is through human resources. The cost of employers is two trillion dollars a year. They know, as we know in this room, that the way to solve these problems is through preventative health. This is a page on the Keas site; as you can see, it is the same principles. They employ team members, they're challenged here, dancing for dollars is based on points, placing people and they're goal/philosophy is to engage two to five members to a team to use the team to advance to the next level, and then teams play against teams. This is not necessarily the best application for the spa industry, but if you are looking to get into corporate wellness, this is a model they are using in corporate. Here's another view of their page; all of these gaming companies are engaging the newsfeed style, which we are familiar with if we use a Facebook page. Those are just two examples of games that are played on a laptop, but as we know, gaming is going mobile.

Believe it or not, there are 44 million downloads going to be made this year, and those are all going to be health technology apps; not all applicable to the spa industry obviously. I'm going to show you a couple apps that perhaps would be good matches for you. Here's an app that can be white labeled so this is something that you could

easily use in your spa, and you can see that, in an app like this, it is very simple to use. It's user friendly, collects data like your name, age, how tall you are, how much you weigh. This is another view of that same company; this particular company is one that deals more with disease risk. Again, I don't know if this would be the best match for you. If you are a medical spa, this could be a good device to use and can be personalized to your spa. This collects data about you personally, and then asks you about some of your health risks.

This is a typical and popular app; this is a mobile food log that basically collects data on how you eat. A nutritional app. How many people are using one of these? You people are really not into technology. Let me give you a little hint: Many of the people that are coming into your spa are using a nutritional tracking app. There [are] so many of them out there; some of them use a technique that tracks just what you are eating throughout the day. You as a user can put in breakfast, lunch and dinner; you can put in your snacks. It's going to give you a caloric total for breakfast, lunch and dinner and a burn-off, based on your activity, age, gender, weight, height, whatever data you have given.

The second model for a nutritional tracker is one that actually prescribes diet programs. If you're a facility that actually has a nutritionist and you prescribe people through coaching, a meal plan, then the second type of app you can get on your device will prescribe breakfast, lunch and dinner. So you don't have options as to what you want to eat, and, of course, it is to put you in a calorie box so that you lose weight.

Activity logs. Again, most of the people that are coming to your spas probably use there. You can use a very basic activity log, where you manually enter what you do today. If you went for a run, you can put in the time that it took, the distance that you went and it will calculate. If you don't want to use manual entry, there are so many devices out there that will automatically track that activity for you. This is an example of one of those apps. Right now I have on a belt, and if I took this iPhone with me, the moment I walked out this door, the phone would find out where I am in Aspen, and it would follow me around Seventh Street, down Main and back here. Because it knows me, it has my data, it would calculate how fast I went, the distance I went, the altitudes of the places I went, and it would know exactly how many calories burned because it is monitoring my heart rate as well. For your application, I would suggest a more sophisticated app, and these can be all white labeled so that they are your apps.

Health monitoring devices. I know there was a gentleman in Bali last year that covered some of these devices. Some of those devices a year later are here, some are gone and they change daily. This is something I believe in our industry we really need

to follow. People are purchasing these, so there is no reason why they shouldn't be purchasing them from you, at your spa, on your recommendation. This is another place where coaches can intersect.

This is the Zeo sleep monitor. I'm sure you guys are familiar with this; it is in the popular press. This records not only the amount of time you sleep, but the quality you sleep. It also has a new feature, which records your sleep age, which – does anybody know what that is? No, I don't either. I haven't actually analyzed this data, I will get back to you, but the premise of the sleep age is they're going to record the quality of your sleep, the amount you sleep, and then they're going to compare you to other people in your age group.

Withings scale. I'm sure many of you already sell these. This is a very popular item; this records your weight and your body fat. The beauty in this piece of equipment – and it was the first to do this – when you step on the scale it WiFi's your information up into the cloud and lands down on a page, on your laptop, that tells you all about your weight, and what you should do about it. Both of these devices, the Zeo and the weight scale, go to the cloud and you have two options here. You can, as a user, go to each one of these pages for each one of these devices, and singularly look at the data and how it compares to other people. What I highly recommend is that you take the data from these devices and you upload it, have it on your page with your name it that collects all the data from all of these devices. You're collecting data from your weight, blood pressure, blood glucose monitors are coming, all that data can land on a page and that's white labeled by you. The data appears in a display so that it is in front of your client, [a] constant reminder that they're working with you, or your coach or your ongoing program.

This is a blood pressure cuff. This can be a standalone item sale; it doesn't take a lot of brain power to figure out what this is. This is going to be a sale to a person that is interested in knowing what [his/her] blood pressure is and this can, again, go up in a cloud and down into that platform and be a part of a total health score or be a part of a standalone. Does anyone have any questions about that?

These are all sophisticated products. Our clients who are educated, sophisticated economically, advanced people, they are very smart, and are very interested in collecting data. They are data collectors.

This I put in the category of Christmas gift item. This is something that mothers want to buy to humor the child's grandparents. You can monitor just about anything nowadays. Put the baby on the scale, WiFi the information, and there it is for grandma and grandpa to see.

Fitness monitoring devices have been around a very long time. Fitness monitoring is not a new thing, coaches and the people they are training have been using this type of data for ever and ever to get better results. It's just now we can do this through devices that are tinier, getting less expensive, more accurate and provide more data. This is another item that I highly recommend carrying at the spa. I've had huge success with some of the spas that I have been working with in providing different levels, different price points in these monitoring devices. This is a way that your fitness coach, life coach, can actually start empowering people to really start tracking and have better results through monitoring.

When we recommend these devices, when we look for these devices, it is highly advisable that you find something that interacts with an iPhone because that is where the apps are, then it goes up to a cloud because that's how people are storing their data. These types of devices are being used by governments, by corporate, by consumer, and this is a way to tie all those programs together.

A couple other key things: When you are looking for devices, you want to find something that is going to capture and hold data because people do want to analyze and compare. Heart rate is key. Low power consumption – some of the devices coming out now are actually using low power consumption. One of the main reasons people stop using their devices is the battery runs out, they forget to recharge it, they put it in their drawer, and they stop using it.

Ease of use or free-living devices is really what we want to push our clients towards; we want to make it very comfortable and easy for them to capture their data, to look at their data, to make it useful for their health goals. This is something that is something in the future. I brought a box of gadgets that do monitor fitness. We don't have time to do that up here because we are condensing, Meg and I, but I brought a couple things if you are interested in looking at some practical solutions for your property.

This is coming soon, and I'm showing you this because it's everything kind of in one place. We call this the Free Living band, and this band can be worn as a watch as you see, or a device that records the information can actually be detached so that it is very much like the Fitbit, can be stuck in your pocket if you don't want to wear the band. [As you can see], the difference between this technology, which is not even out yet, and that which is out, [is that] the face of the watch is actually a digital display. You will use your iPhone and just take a picture of it and it will have a barcode app in it, and all that information from that watch will go directly into your platform. This is a fun little device that is probably going to be available in about a month. It will also

record sleep at some point. So you will have everything either on your wrist or in one little tidbit-like gadget to follow you around.

In terms of buying gadgets and price points for your spa, there are many ways you can go. There are all the brand names that we are familiar with, Nike, Phillips, all of those options. Or you go up in the circled area and private label these gadgets yourself, which, believe it or not, you don't need to buy a thousand because all you're really paying for is the box, and they just morph the products to look like your brand. You can buy any of those devices, you can buy the Free Living, you can buy the bar code, and you can buy bluetooth devices that work with your iPhone. All of those things can be customized to your program, your spa, interact with your platform.

Our goal in thinking about how these applications can be practical to our spa programs is that we use the workouts that we train people to do. We put them in our smartphone, they go up to secure data, and then they come to a place where we can actually interact with the client. The coach, or nutritionist, or whomever had that interaction with the first client, can hop into that platform and say, "Oh, here is what is going on with you," and then have a conversation with them. We're also ultimately looking to bring that client back.

Here is something you can see, one of my platforms, my personal platform, actually. This is the place where your information is going to land, all the gadgets that you wear, all of the apps that you use for tracking, and we're tracking on our iPhone stress, nutrition, fitness and smoking sensation. Anything that you'd now want to track for your client can be tracked, WiFi'd up and downloaded into something that looks like this or similar to this. On the left-hand side, you can see all of their fitness information can be put in either by a gadget, or they can manually enter it. Home monitoring would be their weight scales, their blood pressure cuffs. Lab monitoring would be information from their doctors, their blood glucose levels, or even your telomere test. Several of you have asked what a practical application is for this telomere test that we talked about the other day – here it is. A client comes to your office, they spit in a tube, we find out if they are healthily aging or not, we prescribe programs that they can use, we send them home with a program so they stay connected with us, they monitor the information, send it up to a cloud and down to a place where they can share it with you. So then you [and] your coach, through phone call, over e-mail, can continue to interact with each other after you leave the spa. Hopefully you're encouraging to come back and re-test their telomeres to see that the program is working. All that data is here and can be scored according to people your age.

Here's our goal: You take your look, your feel, your product, your brand, you combine it with what you do, your products, you use tools that can be white labeled, and you develop products that you cannot only sell, but you keep that connection with your client, and you encourage them to come back. This is another view of that same type of website, so here you can see just tying that all together, the tabs on the top. Here is the opportunity to use gaming through the leagues so you're encouraging people to play games. On the challenges, if it's a corporate client that you are working with, you can get challenges going that offer incentives to come back to the spa.

Forums is a place you can put your content about what is going on at the spa, or future spa events, or products that you are leasing, and you can private label it. Jeremy, I borrowed your name for it, thank you very much. You can call it whatever you want. Here I wanted to show you this view because on the lower left-hand side, this is a very important feature – this is where you can make your spa go viral. In these platforms and programs, what we encourage people to do on the onset is to invite their friends, their family, people that haven't been to your spa. So this is a place people can come on, start using this platform, and be exposed to your products, your programs and your property.

Enclosing, I can only encourage as Ted from Google did the other day, is that time is now, all of this is happening, and if you want to develop corporate relationships and do corporate wellness, that this is a bridge to do that. This is a way to take your program to your employer, have them interact with your spa and offer spa services as incentives. I'm very grateful to the board for being willing to look at this next level of technology. I would like to invite Meg back so we can answer any questions you might have, and we can talk about how these two pieces can act together, how you can use both technology and the humans in your spa to really promote your products and your programs. Thank you.

As Meg mentioned these PowerPoints are available. Please feel free to come up to either one of us, and we can try to help you with what would be the best programming for your spa. This is such a brief overview; there is gobs and gobs of stuff out there on technology.

AUDIENCE Q&A

MEG JORDAN: What we liked about this is that we saw there was a way that the health coaches work with the health technology. The health technology may be a little overwhelming for all of your visitors. I think, "She thinks they use it more than I do." But I know we can train the coach to use it well and to sit down next to your

computer and say, “Let’s look at your scores together. That’s really a beautiful meld right there.” So questions...

AUDIENCE MEMBER: I just have a comment in support of something you said. I was a little surprised that most people haven’t used the fitness software apps. Myself included, I would say about 100 percent of my friends use those apps, where you count your calories, the database on those apps [is] absolutely phenomenal. They have the calorie counters from restaurants of every meal you could possibly imagine, and it allows you to personalize your input. If it’s not available you can just create your own. I would say about 100 percent of my friends use those, so I’m really surprised. I think it’s a great loss in the spa industry [that it] is not involving [itself] in something like this.

JAY WILLIAMS: Absolutely, these people are paying for these products elsewhere if you’re not selling them, so jump in. The profits are unbelievable. It’s just an enormous to increase you revenues and your kind of activity.

AUDIENCE MEMBER: Meg, I think your idea of health coaches is right on. I’d love to see a health care block in all of medical school training. The fact is, there is enough time because we spend too much time memorizing things like the seven types of collagen when you only need to know two, this kind of stuff, and we’re memorizing rather than learning. What I’d love for you to do is to prototype this at one of the universities in your consortium that you mentioned and one that also has a medical school; you could probably guess which one. Simultaneously, I’d like to have you do this talk if you haven’t already in front of the medical students, residents and fellow sections of the American Medical Association. Also, there is another student association that’s a little more progressive than that one, and they are the people that brought us the 80-hour workweek, which is violated all the time, but nonetheless, a step in the right direction. I think you can ask, “What would you attempt to do if you knew you could not fail?” I would say, in order to get accepted by the medical community, you have to train them when they’re young. All of [the] health care we talked about the other day was “Let’s get on that K-12.” Well, this is that K-12 analogy for health care training.

Jay, your stud is more powerful than anybody knows. We at Intermountain Healthcare have been telling congressional staff, the White House and other folks, whoever would listen over the last year, about new ideas with health technology are actually more empowering than what people realize. We had a conversation yesterday – I’m wondering if you could just speak to that – about integrating all of the information from the wellness center with an actual professional grade of electronic medical records.

JAY WILLIAMS: These platforms are so sophisticated. Basically, what your client can do is just have one-stop shopping for [his/her] whole health picture. In other words, what they're integrating into these platforms is not only their stats from their doctor, an annual physical, but also they fill out essays that inform the program of family history. All of this is based on all of the essays that are used in the medical industry, so it all matches up. They also do emotional and psychological essays, so it flushes out depression and stress, which we know hugely affect our health. That data is aggregated into the site, along with what you do on a daily basis. All of your medical and lifestyle information is there in one place, giving you a health score moment to moment.

Can I finish with one little quote? And please feel free to come to Meg and me; we would be happy to help you, but I wanted to finish with this. A famous person said this: "Countless medical studies show that the old one-way health directives from doctor to patient dramatically failed to keep people on track, but the gamification of adhering to regimes within fitness, diet, stress reduction, even beauty, with engaging elements like points, levels of achievements, challenges and rewards, may be the best weapon ever invented for keeping people in the health game." And that famous person was Susie Ellis.