

About Adam C. Powell, Ph.D.

Hats

- President, Payer+Provider Syndicate
- Adjunct of Health Informatics, Northeastern University
- Visiting Professor of Health IT, Indian School of Business

Interests

- Healthcare innovation
- Healthcare finance
- Health IT

Education

- Ph.D., The Wharton School, Health Care Management & Economics
- M.A., The Wharton School, Health Care Management & Economics
- S.B., MIT Sloan School of Management, Management Science
- S.B., MIT, Writing

Media Appearances



Why is a healthcare economist speaking at a design lab?

The **financial impact** of a behavioral intervention is determined by its:

Efficacy

Use Case / Marketing

Design

Key questions when assessing an intervention:

Who pays, and how much?



Who benefits, and how much?



When do the benefits arrive?



What are the odds that the benefits will exist?



Design shapes the ROI of an intervention, but maximizing ROI can also shape design

Who pays?



Who benefits?



Design

ROI

How long until the
benefits arrive?




What are the odds that
the benefits will exist?



Which Fitbit has the **best ROI** for an employer?



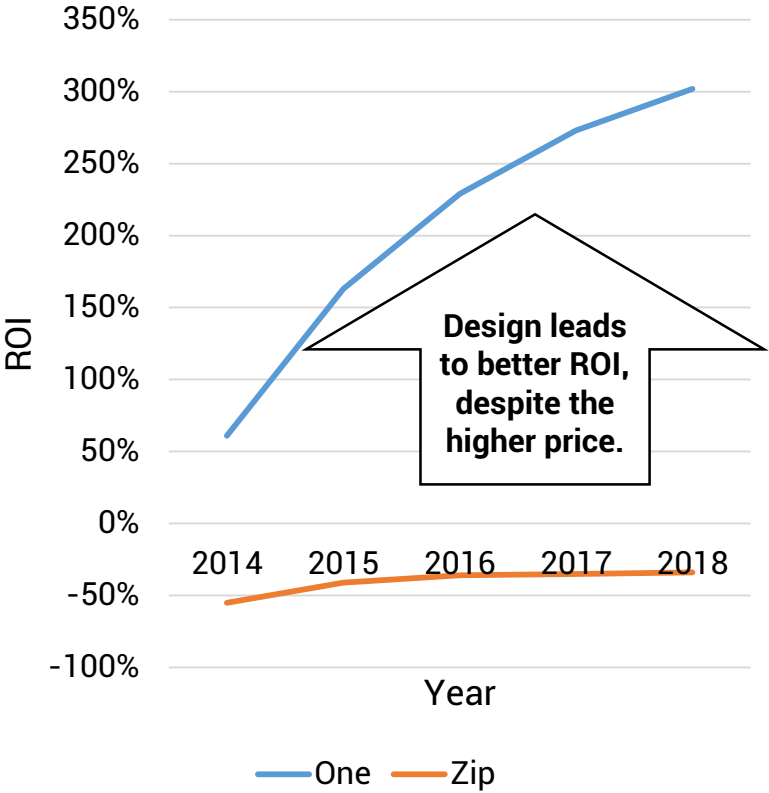
	FITBIT ONE	FITBIT ZIP
Price	\$99.95	\$59.95
Steps	Yes	Yes
Sleep	Yes	No
Silent Wake Alarm	Yes	No
Battery type	 Rechargeable	Replaceable watch battery
Display type	OLED display	LCD display

Studies used to model the ROI:

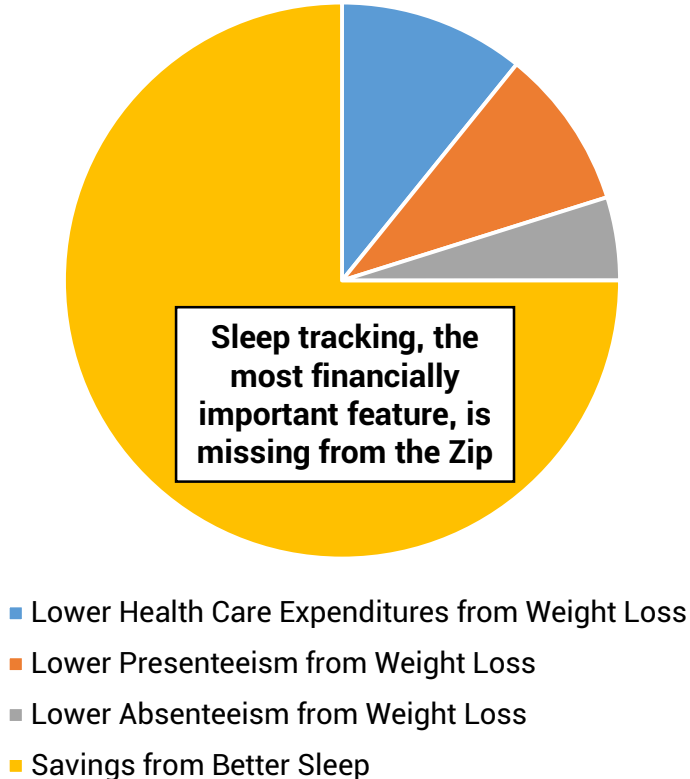
- Bravata et al. 2007. "Using Pedometers to Increase Physical Activity and Improve Health." JAMA.
- Finkelstein et al. 2010. "The Costs of Obesity in the Workplace." JOEM.
- Flegal et al. 2012. "Prevalence of Obesity and Trends in the Distribution of Body Mass Index Among U.S. Adults, 1999-2010." JAMA.
- Richardson et al. 2009. "A Meta-Analysis of Pedometer-Based Walking Interventions and Weight Loss." Annals of Family Medicine.
- Rosekind et al. 2010. "The Cost of Poor Sleep: Workplace Productivity Loss and Associated Costs." JOEM
- Zoellner et al. 2010. "Does a Six-Month Pedometer Intervention Improve Physical Activity and Health Among Vulnerable African Americans?" Journal of Physical Activity and Health.

The One has a positive ROI, **but** the cheaper Zip does not!

ROI of a Fitbit



Source of Savings from One



Disclaimer: These numbers are estimates based on the average employer, and results will vary between workplaces.

Two small design decisions had a massive impact on ROI



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Questions?

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