Smartphone Apps:
From texting to applications, using cell phones for health promotions

Lisa Bunce, M.S., R.D.
Developer of Mylilcoach
From Idea to Application
The Rationale...

- Aging Population
- Acceptance of Technology
- Rising Cost of Healthcare
- Obesity Epidemic
Trends:

- Living by the Numbers
Trends continued…

Persuasive Technology
Stanford University’s Persuasive Tech Lab

1) Reminder
2) Collect data
3) Inspiration
4) Build a Routine
5) Alerts
6) Lab Results
7) On Demand
Mobile Health
(mHealth)

- Mobile Personalized Service Platform
  - Efficient time management
  - Medication alerts
Personal Medical Reminders

- Text messaging your way to better health
  - Medication Reminders
  - Medication Management
  - Regimen Adherence
  - Appointment Reminders
The Power of the Gentle Nudge

Phone Calls, Even Voice Recordings, Can Get People to Go to the Gym
BUSINESS MAY 18, 2010
By KEVIN HELLIKER

The study, conducted by Stanford University, belongs to a growing body of research showing that small amounts of social support ranging from friends who encourage each other by email to occasional meetings with a fitness counselor, can produce large and lasting gains against one of America's biggest health problems—physical inactivity."
Apps linking to Social Networking

- Food and Exercise Diaries
- facebook
- foursquare
- twitter
The future of Apps

- Intelligent operating systems
- Google app for the Android
- HTML5 web content push
- Free app, advertisements pay developers
- i-phone 5 – RFID Near Field Radio
  - Intelligent coupon shopping
Thank you!
Mylil’Coach

Alert

Touch appropriate activity to set the alert preferences

Water intake  current alert
Fruits and Veggies  current alert
Deep breathing  current alert
Custom  current alert

Water Intake

Alert: Time To Drink Water

Step 1: pick a method

Times/Day  Steps  Hours

Step 2: set the interval

Times/Day  6 times a day
Steps  Every 2000 steps
Hours  Every 2 hours

Send Water Alerts

The Benefits Drinking More Water
Your stride length is measured in feet and inches from the toe of one foot to the toe of the other while walking or running. Set a yard stick down and measure the distance of your stride and adjust.

Adjust Sensitivity

Lo - Hi

This may need to be adjusted depending if walking or running.
Mylil’Coach

Email Activity Log
Do you want to email your activity log now?

Skip
Yes

Step Count
0 = 0.00mi

Custom
Count 0

www.mylilcoach.com
Monday, May 23, 2011

**Your Activity**

- **Water Intake**: Count 0
- **Eat Fruits and Veggies**: Count 0
- **Deep Breathing**: Count 0
- **Step Count**: 0 = 0.00mi
- **Custom**: Count 0

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Monday, May 23, 2011

**Your Activity**

- **Water Intake**: Count 33
- **Eat Fruits and Veggies**: Count 0
- **Deep Breathing**: Count 0
- **Step Count**: 4352 = 1.85mi
- **Custom**: Count 2
Mylil’Coach

Share on social networks

Create a buzz, challenge a friend!
Post your results.

facebook
twitter

www.mylilcoach.com
Mylil’Coach

2:00
Monday, May 23

MYlilcoach2
Time to drink water

slide to view
Off shoots

HipRehab

Bike 101