

7 Ways to Apply Behavioral Change Principles

Behavioral modification is the practice of applying member-centric messaging, design and content to enact long-term change in a member's behavior. Review your member outreach materials with the following questions and see where you can apply simple behavioral modification techniques.

Mnemonic device

Is new information easy to remember?

- Use clinically-recommended acronyms to help members remember healthy habits
- Help members remember new information by organizing it into a list of three items

Priming

Are you setting members up for success?

- Begin outreach with a positive tone
- Highlight future health outcome improvements

Cognitive load reduction

Are you asking too much of members?

- Keep messaging simple, focused and direct
- Use a maximum of one call to action per material

Endowment effect

Do members have ownership over their benefits, rewards or healthcare?

- Use "you" and "your" to create member-centric messages
- Remind members that it is their benefits, rewards and healthcare

Positioning

How do you position member benefits?

- Describe benefits as resources that supports members
- Avoid treating benefits as a list of tasks

Reinforcement

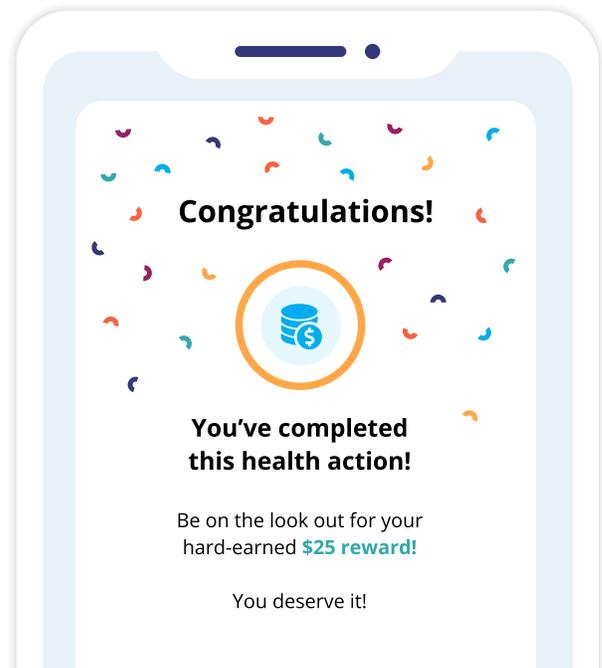
Are you reinforcing healthy behaviors, resources and activities?

- Mention benefits across multiple materials
- Strategically use rewards to adjust behaviors

Gratitude

Are you recognizing member accomplishments?

- Thank members for choosing your plan at the start and end of the year
- Express gratitude for completing activities



Healthmine's team of behavioral scientists are ready to help plans apply behavioral modification strategies to help members navigate their health journeys.

Partner with behavioral scientists to improve member engagement

Contact

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