

PHILIPS

sense **and** simplicity

Philips Directlife *Scientific Background*

Annelies Goris
Philips Wellness Solutions



Our principles

DirectLife – get fit your way

Mission

- Our services, based on state of the art technology and behavioral science, enable people to sustainably improve their health and wellbeing.

Vision

- Philips DirectLife will be recognized as the global brand of choice in technology enabled lifestyle services.

Promise

- Philips DirectLife gives insight (measuring and monitoring) and motivates (coaching, competition) people to adopt a healthier lifestyle, in achievable and easy ways by making small changes to their daily routines



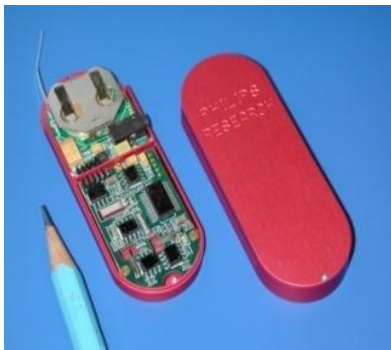
The DirectLife program consists of 3 elements

1. Measurement – track your activity and understand your results
2. Analysis – monitor your progress
3. Motivation – get encouraging feedback



Measurement – Activity monitor

- Follow-up of Philips Research activity monitor
- Validated algorithms developed with Maastricht University
- Described in >30 peer-reviewed publications



Shows its value

- It measures overall daily activity in different populations
- Users find it easy to wear all day

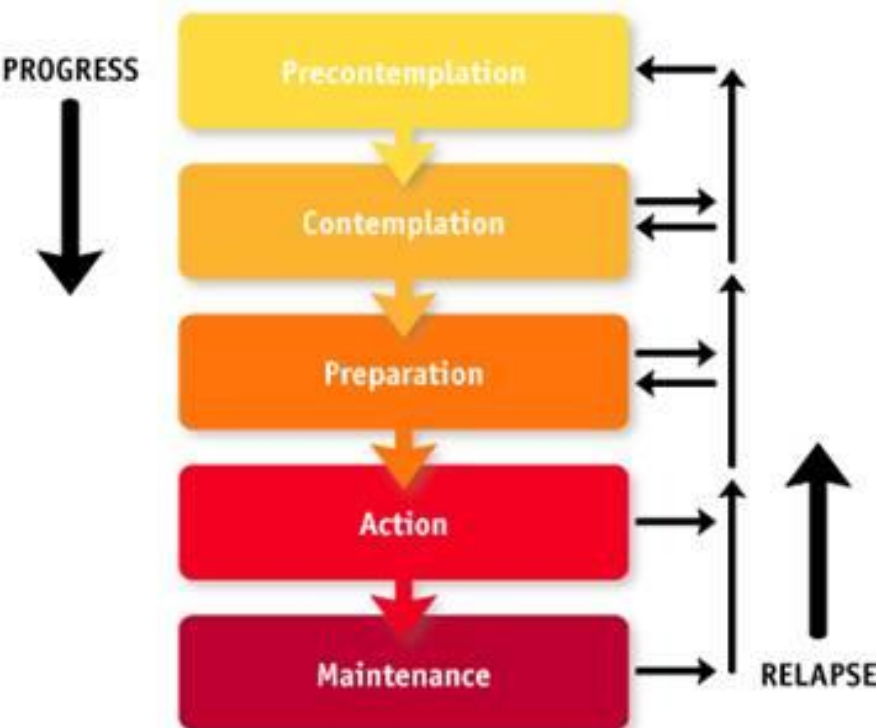


DirectLife activity monitor

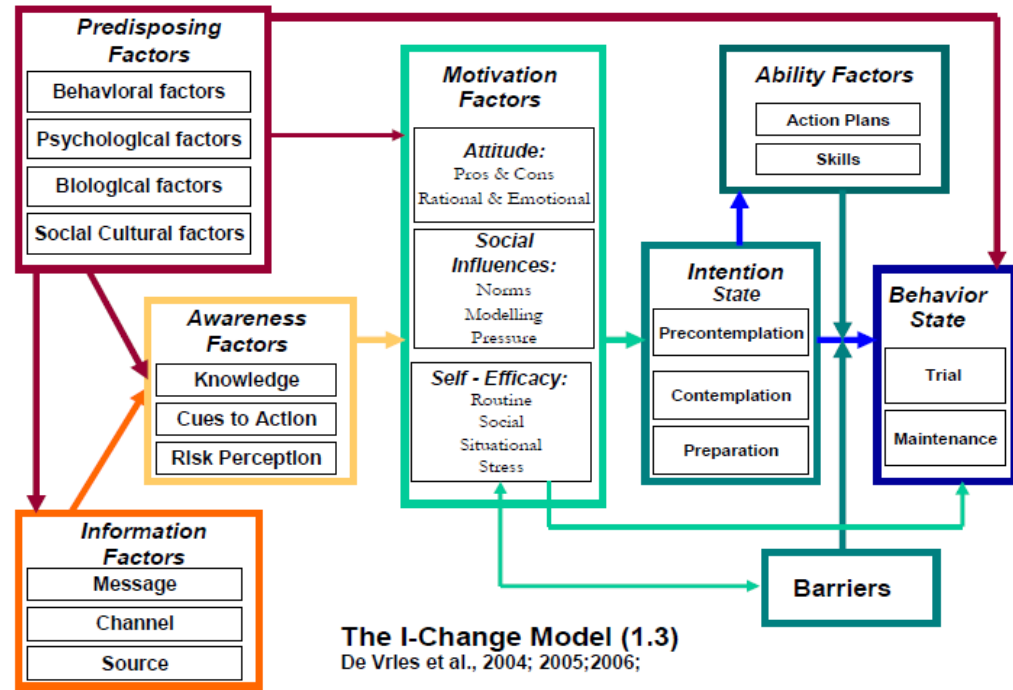
- Insight in daily activity behavior
- An easy upload of data to the internet
- And reference to scientific publications



Program and coaching is based on elements of “Stages of Change”-Model and the “I-Change”-Model



Prochaska & DiClemente



The I-Change Model (1.3)
De Vries et al., 2004; 2005;2006;

Important learning's from behavior change experiments

- Self-setting of goals is important, but individuals could use support to setting the right goals
- Insight in motives for behavior change helps to tailor the intervention

Self-setting of Physical Activity Goals and Effects on Perceived Difficulty, Importance and Competence

Privender Saini

Philips Research Eindhoven

Joyca Lacroix

Philips Research Eindhoven

Understanding User Cognitions to Guide the Tailoring of Persuasive Technology-Based Physical Activity Interventions

Joyca Lacroix
Philips Research

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Philips Research

Annelies Goris
Philips New Wellness Solutions

Published in: Persuasive 2009, Abstract Proceedings (peer-reviewed)

Scientific trials

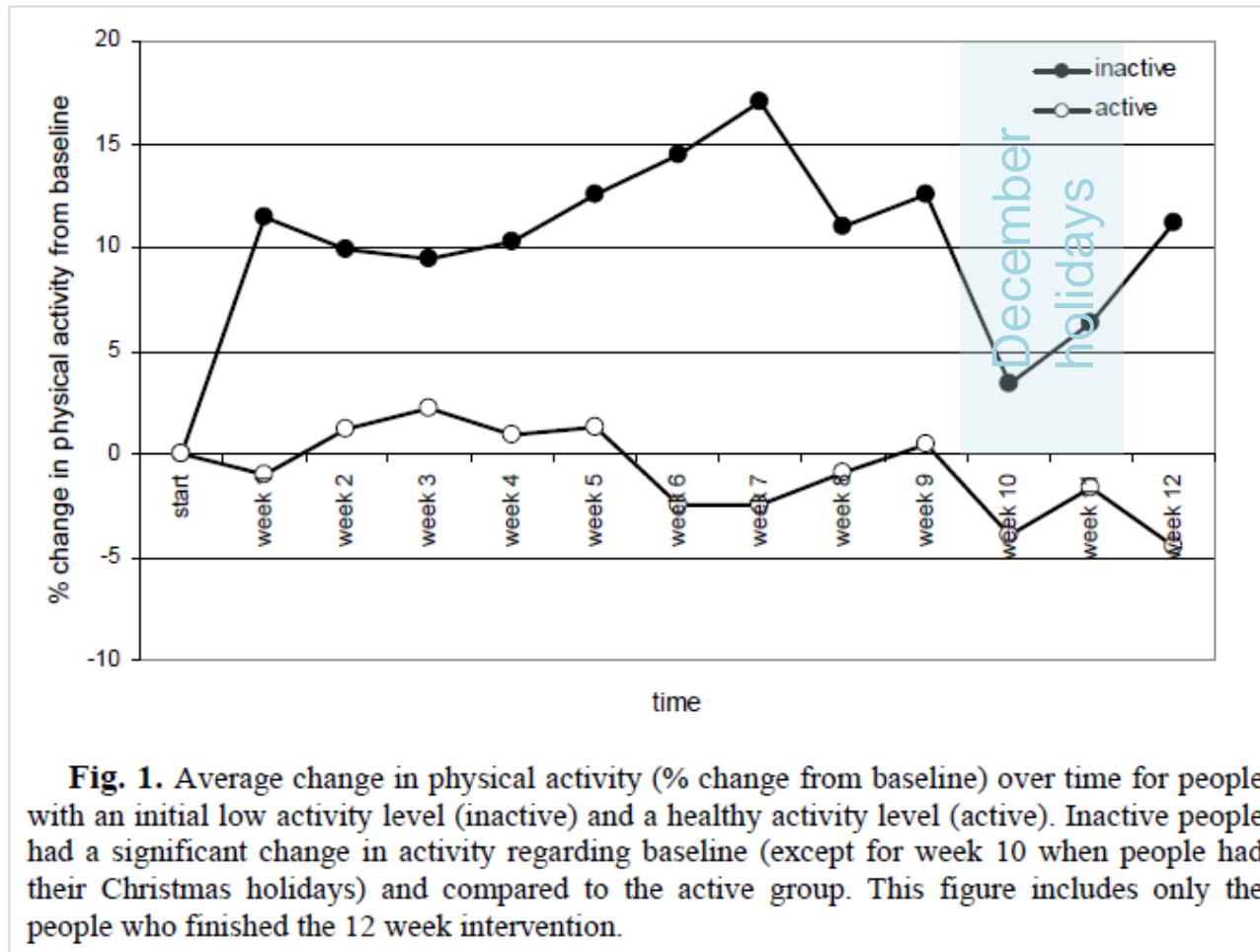
Alpha-trial in the Netherlands

- The program was recently tested with 350 employees.
- 43% who registered did not initially meet the daily recommended level of activity.
- With the help of Directlife this group on average increased their activity levels by 10%.
- Participation rates averaged at more than 50% (this is almost twice as high as what other company health and wellness programs have achieved to date).



DirectLife – alpha trial

Change in physical activity over the 12 week plan of initially inactive and active employees from 2 Dutch companies.



DirectLife – Scientific Background

Scientific evidence for:

- Activity monitor
- Behavior change elements
- DirectLife intervention



DirectLife Every movement counts

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