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
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

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.

Fig. 1. Average change in physical activity (% change from baseline) over time for people with an initial low activity level (inactive) and a healthy activity level (active). Inactive people had a significant change in activity regarding baseline (except for week 10 when people had their Christmas holidays) and compared to the active group. This figure includes only the people who finished the 12 week intervention.

Published in: Persuasive 2008, Abstract Proceedings (peer-reviewed), Goris A and Holmes R
DirectLife – Scientific Background

Scientific evidence for:

- Activity monitor
- Behavior change elements
- DirectLife intervention