

# Health Entertainment – Putting the AI in Beh[AI]vior Ch[AI]nge



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Step One:

**SET UP THE PROBLEM.**



We're getting  
**Older**

A close-up photograph of a frog with a significantly inflated, rounded body. The frog's skin is dark brown with numerous small, light-colored spots. It is sitting on a piece of weathered wood. The background is a blurred surface of light-colored pebbles. The frog's head is slightly raised, and its eyes are visible. The overall appearance is that of a frog in the middle of a mating display or a defensive inflation.

We're getting  
**Fatter**



We're getting  
**Sicker**



The cost of care is  
increasing

A close-up photograph of a chaotic pile of fishing equipment. The scene is dominated by thick, grey, braided ropes that are tangled and coiled. Interspersed among the ropes are several rusty, brown metal shackles and chains. Bright green fishing nets are visible in the background, adding to the complexity of the scene. Two large, smooth, orange buoys are prominent, one in the upper left and one in the lower right. The overall impression is one of a disorganized and cluttered collection of items.

The system is a

Mess



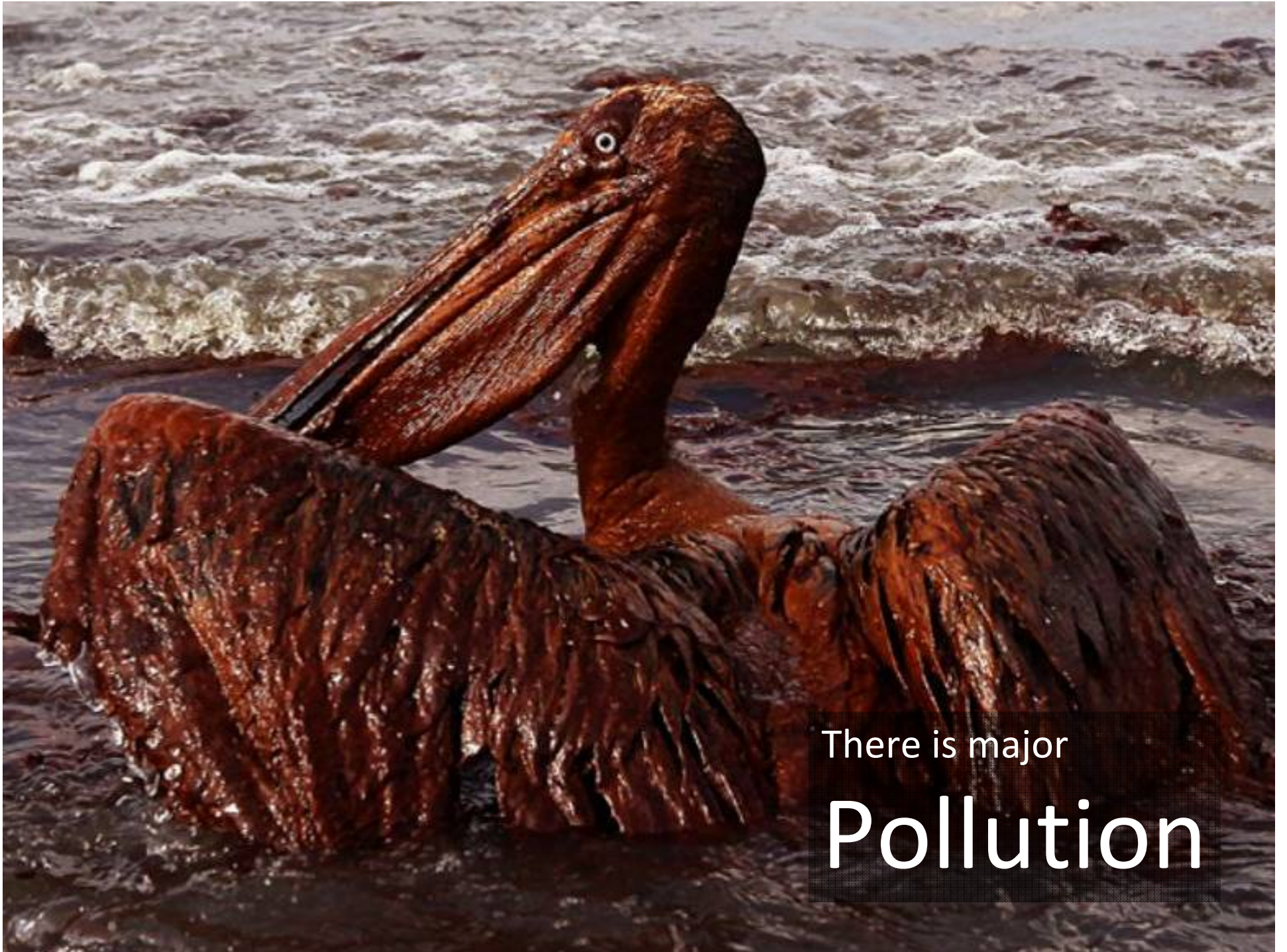
Its official. We're in a  
Global Recession





The globe is

**Warming**



There is major

**Pollution**

It has been 100 years since the  
**Cubs Won The World Series**





Apparently,

**BEHAVIOR CHANGE NEEDED**

# Challenges

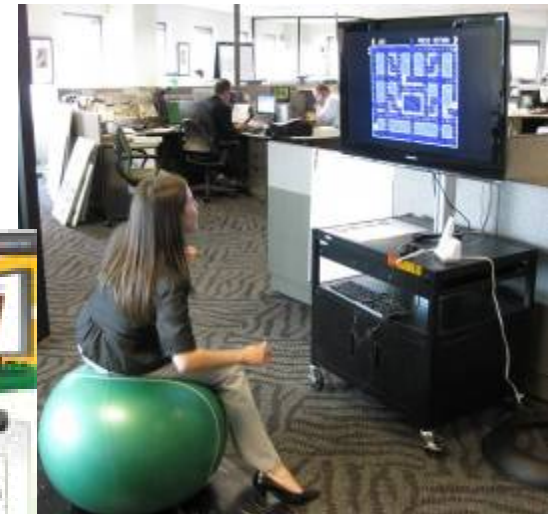
- Most Behavior Change is
  - **Inconvenient**, and therefore requires continuous reminders and motivation
  - **Long-term**, and therefore needs to be adapted to varying life situations
  - **Individually different**, and therefore needs personalization
  - **Context-dependent**, and therefore requires consideration of group behavior as well

# Health Entertainment

- Advocate and create fun activities that are healthy in order to
- persuade and empower individuals and groups to change behavior incrementally

# Health Entertainment

- Examples in physical health



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To fit into  
my old clothes.

LEARNING how  
COOK

Not coughing all  
day.

TO EXERCISE MORE!

Having more energy

DANCE  
LESSONS

CLEAR SKIN

training for a  
marathon

Being more  
motivated

To quit smoking

getting my kids  
to eat healthy

what does this  
mean to me?

RAISING HEALTHY  
AND HAPPY CHILDREN

To see my son/daughters graduate  
from college.

To walk my daughter  
down the aisle

To work out  
every day



# Fun – Health – Happiness – Well-Being

## The Full Spectrum of Well-Being

Living happily with a balanced sense of purpose, belonging, security & health.



### Purpose

Service  
Vocational



### Health

Physical  
Emotional

# Individual Differences !



### Belonging

Social  
Community  
Family



### Security

Financial  
Personal Safety  
Family  
Environmental



Today - DECEMBER 18, 2007

## Model Me



**Project Me** uses your current habits - in diet, exercise, and more - to let you catch a glimpse of what your future health looks like.

**Not sure you like what you see?** Use the tools below to adjust your habits and get a look at what you should do to improve your future health.

Projecting based on:

Average daily caloric intake:

Average hours of exercise weekly:

Average glasses of water per day:

Average cigarettes smoked per day:

Average daily level of stress (1-10):

Session Name:

[→ send to my goals](#)



# Lots of AI challenges ahead

- Personalization
  - Over time
  - In context
- Projection
  - Over time
  - Based on behavioral parameters
  - Based on individual health data
  - Economical, ecological, physiological, social, ...
- Provision of information
  - Just-in-time
  - In context
  - Individual vs. group
- Persuasion
  - Values
  - Triggers
  - Trade-offs
- ...

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