How Competitions & Social Games Can Drive Employee Wellness

Rajiv Kumar, M.D.
Founder, Chief Medical Officer
Agenda

- Introduction and background
- Social games and competitions
- Understanding gamification
- Gamification of health care
- How social gaming drives wellness
- How ShapeUp uses social games
- Research and outcomes
Introduction

• Recent webinars
  • Why a social approach drives engagement in wellness programs
  • How to make your wellness program social

• Goals for today’s webinar
  • Understand social games and competitions and why they work
  • Consider the role of social games in promoting good health
  • Learn how these tools can be used to help you achieve your corporate objectives as an employer
We’re Passionate About Health

• **Our Founders**
  - Launched during med school
  - Inspired by our patients
  - Social approach to health

• **ShapeUp**
  - Began as non-profit campaign in 2005
  - Pioneered social approach to employee wellness
  - 200+ employer and health plan clients
What Is A Social Game?

• “A game where the main reason why you play involves direct interaction with friends (such as competition, cooperation, expression).”
  -- Kristian Segerstrale, CEO, EA Playfish

• “A game where the interactions involve people I know and become more meaningful because of the additional emotional and contextual ties that exist between us in the real world.” – Paulina Bozek, CEO, Inensu
The Problem

**Traffic Optimization**  
“Attract”

**Content Optimization**  
“Satisfy”

**User Optimization**  
“Influence”
120 million people around the world are accruing points, leveling up, and earning rewards. (and they go out of their way to stick with the vendor where they have the most points and status)
The world’s biggest coffee chain is rewarding users with points and status for visiting their retail stores.
80 million people will earn points, level up, decorate a virtual space, and earn achievements this month. On virtual farms.

(That’s the entire population of New York City, times 10.)
What's Their Secret?

Frequent Flyer

Farmville

Gamification

Foursquare
gamification [gay-muh-fi-kay-shuhn]

integrating game dynamics into your site, service, community, content or campaign, in order to drive participation, engagement, and behavior change.
Gamification drives participation.

Participation drives desired outcomes.
### Satisfying Human Desires

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# Satisfying Human Desires

## Social Games

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Competitions

- A type of social game
- Individuals and teams
- Cooperative vs. competitive
- Rankings, status, comparison
- Motivation
- Structure
- Accountability
- Support

Competitions On The Rise

60% of U.S. employers offer a health competition, with an additional 27% planning to offer them in the next three years.

Gamification of Health & Wellness

Could Gaming Change Healthcare?

The "Gamification" of Healthcare

Games for Health

The Gamification of Healthcare

Games Lead to Healthier Behavior and Outcomes
Nike+

211 Miles In 2011
All challengers run 211 mi
12/31/10 (10:00 AM) - 12/31/12 (9:59 AM)
20,677 CHALLENGERS
DESCRIPTION

Progress

1  ehnakao
3,396.2 Mi

2  Mityczna
3,119.55 Mi

3  Hi-I-Am-Dug-Squirrel
2,976.89 Mi

Latest Trash Talk

out of the 7000s. now need to stay on my course so i can get out of 6000s and reach 211mi
ully13

just reached 211km. still have another 130km to go
ully13

194.5 MILES, ALMOST THERE
paparoni
Healthseeker

Missions

Over the Rainbow: The Fruits and Veggies Mission
Everyone can use a helping hand now and then. Seek professional help if you're feeling overwhelmed.

(0/1 times) +33XP

Did you do this? YES (2/3 times)

Whip up a batch of healthy, homemade tortilla chips. Cut corn or whole wheat tortillas into wedges. Lightly spritz with a little olive oil and sprinkle on some chili powder. Bake at 375 degrees for 10 minutes. Turn each chip over and bake for another 7 minutes.

Save money AND fat - now that's smart thinking!
Wii Fit
How Social Games Can Benefit You

- Boost wellness program participation
- Sustain long-term employee engagement
- Produce significant health outcomes
- Higher return-on-investment
- Improve productivity, absenteeism, and morale
How ShapeUp Uses Social Games

• Our proprietary online social gaming wellness platform
• Host company-wide and location-based competitions
• Use competitions themselves to drive healthy behaviors
• Leverage competitions to drive increased utilization of the health care ecosystem
Our Competitions Drive Wellness

Year-Round Wellness Calendar of Social Games
Flex Your Food Challenge

- 6-week nutrition challenge
- Focuses on one specific aspect of healthy eating each week
- Teams compete to achieve highest compliance
- Teaches employees the basics of good nutrition while making it easy to track progress and adopt healthier eating habits
Balancing Act Challenge

- 6-week exercise and nutrition challenge
- Each week teams are challenged to track a different healthy and unhealthy behavior
- Teams earn points for healthy habits and lose points for unhealthy ones
- Helps employees find nutritional balance

I’m back on track with daily exercise and choosing more nutritious and well-balanced meals. My blood pressure and cholesterol have dropped significantly, and I have lost 7 pounds!
Fight The Flu Challenge

• 4-week seasonal prevention challenge
• Teams earn points for getting their flu shot on time
• They also earn influencer points for encouraging colleagues to get their flu shot too
• Teams are ranked by amount of healthy “influence”
Ready, Set, Go Challenge Research

A Statewide Intervention Reduces BMI in Adults: Shape Up Rhode Island Results

Rena R. Wing\textsuperscript{1,2}, Angela M. Pinto\textsuperscript{3}, Melissa M. Crane\textsuperscript{2}, Rajiv Kumar\textsuperscript{4}, Brad M. Weinberg\textsuperscript{4} and Amy A. Gorin\textsuperscript{5}

- Team-based competition
- Weight loss, exercise minutes, pedometer steps
- 12 weeks with weekly rounds
- Teams ranked by average results per team member in each division
- Weekly fitness and nutrition tips
Weight Loss of Participants

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<tr>
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<th>Objective</th>
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<tr>
<td>Pounds Lost</td>
<td>7.1</td>
<td>5.0</td>
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<tr>
<td>Percent Weight Loss</td>
<td>3.8</td>
<td>2.4</td>
</tr>
<tr>
<td>BMI Reduction</td>
<td>1.2</td>
<td>0.8</td>
</tr>
<tr>
<td>Lost 5%+ Weight</td>
<td>30.2%</td>
<td>25%</td>
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<tr>
<td>Lost 5lbs+ Weight</td>
<td>57.9%</td>
<td>40%</td>
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Wing, R et al: A Statewide Intervention Reduces BMI in Adults: Shape Up Rhode Island Results. *Obesity* 2009
Downward Shift In Body Mass Index

Wing, R et al: A Statewide Intervention Reduces BMI in Adults: Shape Up Rhode Island Results. *Obesity* 2009
Prior Research on Competitions

Weight Loss Competitions at the Work Site: Impact on Weight, Morale and Cost-Effectiveness

Kelly D. Brownell, PhD, Rita Yopp Cohen, PhD, Albert J. Stunkard, MD, Michael R. J. Felix, and Nancy B. Cooley

- Three weight loss competitions held at worksites
- Attrition was less than 1 percent
- Weight loss averaged 12 lbs; high cost-effectiveness
- Employees and management both reported positive changes in morale and employee/management relations
- Both audiences cited competition as a driver of success
Impact of Competitions on Productivity

Cost-Effectiveness of Competitions

Ongoing ShapeUp Research

• Are healthy behaviors and outcomes contagious?
  • How teammates and social influence affect weight loss outcomes in a team-based weight loss competition
  • How teammates influence physical activity

• Preliminary findings
  • Weight loss and exercise achievements tend to cluster
  • Joining a team with higher performers increases individual performance, and joining a team with low performers decreases individual performance
  • Perception of positive social influence is correlated with better outcomes
A Thought On Financial Incentives

- Average employer spent $154 per employee on wellness programs in 2010
- But spent $430 per employee on incentives

Survey was conducted online by NBGH in conjunction with Fidelity from September 20, 2010 to October 29, 2010. 147 employers are included in the responses. Data was collected by NBGH.
The Power of Social Games

• Solve the engagement problem
• Provide non-monetary forms of incentives like competition, status, peer recognition
• Promote a positive, collaborative company culture
• Empower employees in a humanistic way
• Represent a sustainable approach
Try Social Gaming: Revitalize 2011

Kick your wellness program into overdrive in the second half of this year with our 4-month program

Two Social Competitions

• Fight The Flu (Sep 12 – Oct 10)

• Fit & Festive (Nov 28 – Jan 8)
Thank You!

Please visit us at www.shapeup.com
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Contact Erik Sayre at esayre@shapeup.com