Gamification (as you know it) is wrong

October 2014
Ayogo is on a mission to transform the healthcare industry by changing the way that consumers think about their health and how it fits into their life.

We’re changing the healthcare experience forever, improving health and financial outcomes for our customers, through the science of engagement.
Who am I?

Michael Fergusson

CEO & Co-founder of Ayogo
A serial entrepreneur, focused on applying serious play to do good.
Michael has been named to the PharmaVoice 100, and was E&Y Social Entrepreneur of the Year, and named one of the Top Ten mHealth Entrepreneurs by the World Health Care Congress.

Michael’s also a multi-gold medalist and Grand Champion at the Western Canadian Martial Arts Championships.
The Problem

You believe your job is to give consumers the tools they need to manage their health, and reach their stated personal goals.

...but health care consumers don’t seem to agree.
You give them incredibly useful tools like this. Useful, important, even life-saving tools and information.
...which they ignore. Instead, they spend time with trivialities like this.
Why?

Why are patients drawn to useless distractions instead of towards applications that can literally save their lives?
The problem is our 200,000-year-old brain – it’s not optimized for a long-term, instant-gratification world.

It’s optimized for a world of danger and scarcity.
But there’s good news!

Humans evolved **gamification** as a unique strategy for overcoming this propensity for distraction, so they could make longer-term investments in skills and knowledge.
How Does Gamification work?
It is the application of:

**Agency**
create meaningful choices that must be made

**Challenge**
provide a real conflict that needs to be resolved or overcome

**Uncertainty**
surprise and delight; ensure outcomes are not pre-ordained

**Discoverability**
create rules be mastered during the course of play

**Outcomes:**
recognize outcomes beyond points and badges

OK, then. Let’s do this.
Let's look at a real problem

BMI > 30

10%-15%

20%-25%

25%-30%

>30%

No Data
We talk to patients about the big picture as if the big picture is their context for decision-making.
...but *this* is where they live
Challenges Faced by Patients

- Lack of education
- Inadequate social support
- Strict lifestyle changes
- Physical limitations
- Negative emotions (guilt, shame, helplessness)
Empower application: Picture It!

Picture It! is an instance of Empower designed to help patients preparing for bariatric surgery.

**Patients with a lifetime of bad habits, and a very challenging program to integrate into their life.**

The app encourages adherence to a 12-week care plan involving:

- food logging
- daily weigh-in
- physical activity
- targeted protein consumption
- patient education
How does it work?

• Start with self-concept
• Begin already successful
• Create “success rituals”
• Useful rewards
Influencing patient self-concept

Create an “avatar”

“Load” the avatar with your goals, aspirations, and intentions.

Their avatar moves their focus from actual to goal states.
“Load” the Avatar, start successful

View your avatar for motivation!

Complete Daily Tasks for points!

1.) Do a Daily Quest
2.) Log food Daily
3.) Count Protein daily
4.) Log Activity daily
5.) Weigh yourself daily

Five magnets hold your avatar up! Don’t lose them!
Success Rituals in the Didja Do-it? List

The player starts the day with five core activities on their Didja Do-it? list.

Activities still “to do” are marked in amber. As they are completed an activity turns green and can be swiped off the list.
Educational Stories as Rewards

New Story Unlocked!

Well done! "Maddy’s New Day" has been unlocked in Series 1.

Read it now  Save it for later

28 grams of protein so far. Your goal is 60-80 grams per day.

Physical Activity
You achieved 30 active minutes today!
Unlocking Educational Narratives
Picture It! Pilot Results

In the standard program, health coaches observe many patients filling in paper logs moments before their weekly check-in class begins...

With Picture It!, 60% of patients were highly engaged—on average they completed 3 of 5 care plan tasks each day, lost 3x more weight, and maintained their weight loss better.
Social Networks don’t work like we thought
Publications and Contributions

Several of Ayogo’s applications have been studied in the contexts of scientific and user research. Ayogo has also acted as an expert advisor in health game research and development.


Publications and Contributions


References: Patient Adherence


Thank you

Michael Fergusson

michael@ayogo.com
@fergusson
1-888-680-9882
http://ayogo.com